



The Recording Academy®

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NEWS RELEASE

THE RECORDING ACADEMY® ANNOUNCES OFFICIAL SPONSORS FOR 58TH ANNUAL GRAMMY AWARDS®

Partners Team with The Academy for Music's Biggest Night®

SANTA MONICA, Calif. (Feb. 2, 2016) — The Recording Academy® proudly announced its official marketing partners for this year's [58th Annual GRAMMY Awards®](#). Aflac, Cîroc, Delta Air Lines, Hilton, Hyundai, Intel, JBL by Harman, MasterCard, McDonald's, PEOPLE, Procter & Gamble (COVERGIRL, Crest 3D White Whitestrips, Olay and Pantene), and WestwoodOne will all support this year's GRAMMY Awards and GRAMMY® Week events. The music industry's premier event will take place live on **Monday, Feb. 15**, at STAPLES Center in Los Angeles and will be broadcast in high-definition TV and 5.1 surround sound on the [CBS Television Network](#) at 8 p.m. ET/5 p.m. PT.

"As our GRAMMY marketing efforts become more sophisticated to deepen our relationship with music fans, so do the programs we build with our marketing partners," said Evan Greene, Chief Marketing Officer of The Recording Academy. "We are privileged to count some of today's most dynamic, innovative brands as our partners, and our collective efforts will continue to expand our GRAMMY message farther and wider than ever before."

For more information on this year's GRAMMY Awards partners, please log on to: www.aflac.com, www.ciroc.com, www.covergirl.com, www.crest.com, www.delta.com, www.hilton.com, www.hyundaiusa.com, www.jbl.com, www.mastercard.com, www.mcdonalds.com, www.olay.com, www.pantene.com, www.people.com, and www.westwoodone.com.

About The Recording Academy

Established in 1957, The Recording Academy is an organization of musicians, songwriters, producers, engineers and recording professionals that is dedicated to improving the cultural condition and quality of life for music and its makers. Internationally known for the GRAMMY Awards — the preeminent peer-recognized award for musical excellence and the most credible brand in music — The Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education and human services programs. The Academy continues to focus on its mission of recognizing musical excellence, advocating for the well-being of music makers and ensuring music remains an indelible part of our culture. For more information about The Academy, please visit www.grammy.com. For breaking news and exclusive content, follow @TheGRAMMYS on [Twitter](#), like "The GRAMMYS" on [Facebook](#), and join The GRAMMYS' social communities on [Google+](#), [Instagram](#), [Tumblr](#) and [YouTube](#).

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Media Contact:

Jerry J. Sharell
The Recording Academy
310.392.3777
jerry.sharell@grammy.com