



RECORDING ACADEMY™ ANNOUNCES OFFICIAL MARKETING PARTNERS FOR 60TH ANNUAL GRAMMY AWARDS®

SOME OF THE WORLD'S BIGGEST BRANDS PARTNER WITH THE ACADEMY TO CELEBRATE MUSIC'S BIGGEST NIGHT® AND EVENTS FOR MUSIC'S BIGGEST WEEK

SANTA MONICA, CALIF. (JAN. 9, 2018) — The Recording Academy™ proudly announced its official marketing partners for this year's 60th Annual GRAMMY Awards®. Absolut, Aflac, Apple Music, Bulova, Delta Air Lines, Hilton, IBM, JBL by HARMAN, Mastercard, Snapchat, Target, Time Inc., Uber, and Westwood One are all supporters of this year's GRAMMY Awards, as well as events throughout GRAMMY® Week. The music industry's marquis event takes place live on Sunday, Jan. 28, at Madison Square Garden in New York City and will be broadcast in high-definition TV and 5.1 surround sound on the CBS Television Network at 7:30 p.m. ET/4:30 p.m. For comprehensive coverage of the show, visit GRAMMY.com and CBS.com. For breaking news and behind-the-scenes content, visit the Recording Academy's social networks on Twitter, Facebook, and Instagram.

"Today's real-time marketplace demands sophisticated marketing efforts to more deeply connect with fans everywhere," said Evan Greene, Chief Marketing Officer of the Recording Academy. "We are honored to be aligned with some of the most impressive, category-leading brands on the planet, and we look forward to innovating with them to deliver programs that get noticed and break through."

For more information on official GRAMMY partners, please go to: www.absolut.com, www.aflac.com, www.applemusic.com, www.bulova.com, www.delta.com, www.hilton.com, www.ibm.com, www.jbl.com, www.mastercard.com, www.snapchat.com, www.target.com, www.timeinc.com, www.uber.com, www.westwoodone.com

ABOUT THE RECORDING ACADEMY

The Recording Academy represents the voices of performers, songwriters, producers, engineers, and all music professionals. Dedicated to ensuring the recording arts remain a thriving part of our shared cultural heritage, the Academy honors music's history while investing in its future through the GRAMMY Museum®, advocates on behalf of music creators, supports music people in times of need through MusiCares®, and celebrates artistic excellence through the GRAMMY Awards—music's only peer-recognized accolade and highest achievement. As the world's leading society of music professionals, we work year-round to foster a more inspiring world for creators.

For more information about the Academy, please visit www.grammy.com. For breaking news and exclusive content, follow @RecordingAcad on [Twitter](https://twitter.com/RecordingAcad), "like" Recording Academy on [Facebook](https://www.facebook.com/RecordingAcademy), and join the Recording Academy's social communities on [Instagram](https://www.instagram.com/RecordingAcademy), [Tumblr](https://www.tumblr.com/RecordingAcademy), and [YouTube](https://www.youtube.com/RecordingAcademy).



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