



CELEBRATING 60 YEARS: RECORDING ACADEMY™ LAUNCHES NEW AD CAMPAIGN COMMEMORATING DIAMOND ANNIVERSARY OF THE GRAMMY AWARDS® "LONG LIVE MUSIC" CAMPAIGN CELEBRATES THE CREATORS AND MOMENTS THAT HAVE SHAPED MUSIC'S LASTING LEGACY

SANTA MONICA, CALIF. (NOV. 24, 2017) — The [Recording Academy™](#) and creative partner TBWA\Chiat\Day LA have teamed up once again, this time to promote the milestone [60th Annual GRAMMY Awards®](#) with a dynamic campaign titled, "Long Live Music," launching today. The 60th Annual GRAMMY Awards will be held on Sunday, Jan. 28, 2018, and for the first time in 15 years, will be hosted live from New York City's Madison Square Garden. The show will be broadcast live on the [CBS Television Network](#) at 7:30 p.m. ET.

"Long Live Music" celebrates the iconic artists and those extraordinary musical moments that have not only left an indelible mark on popular culture, but also helped to define music's enduring legacy.

The campaign features two television films and an out-of-home campaign that together highlight musicians whose legacies will live on for generations. The first film, "[Critics](#)," debuts today during the CBS special "GRAMMYS® Greatest Stories: A 60th Anniversary Special," and focuses on artists who have risen above mainstream criticism to become true icons. The second film, "They Said," celebrates 60 years of once-in-a-lifetime GRAMMY® performances, defying critics who simply didn't understand how their music would ripple through our collective consciousness. And finally, a series of out-of-home executions punctuate the campaign, featuring some of music's biggest iconic stars, including Jay-Z, Keith Urban, and Lady Gaga.

"'Long Live Music' is an anthem, representing the idea that despite celebrating six decades of some of the greatest music ever recorded and performed, we are just getting started," said Evan Greene, Chief Marketing Officer of the Recording Academy. "This year's campaign isn't simply about an award show. It is about honoring music's ability to shape culture, and celebrating how music unites and inspires fans around the world and across generations."

"This year is a milestone for music's biggest stage and we knew it needed to be more than a celebration of today, but a celebration of where we've been and what is to come," said TBWA Chiat\Day LA Chief Creative Officer Renato Fernandez. "Over the years we've seen that music can change, artists can evolve, but the root of what people love about music and the feeling it evokes in all of us never dies, and that incredible feeling is what this campaign aspires to honor."

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](#), "like" Recording Academy on [Facebook](#), and join the Recording Academy's social communities on [Instagram](#), [Tumblr](#), and [YouTube](#).

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