



GRAMMY MUSEUM® ANNOUNCES LIVE FROM THE VAULT DIGITAL SERIES IN PARTNERSHIP WITH IRON MOUNTAIN

FEATURED ARTISTS INCLUDE MAVIS STAPLES AND RINGO STARR

SERIES DEBUTS TODAY ON GRAMMY MUSEUM'S OFFICIAL STREAMING SERVICE, [COLLECTION:LIVE](#)

LOS ANGELES (February 4, 2021) — The GRAMMY Museum® announced today a new Live From The Vault series in partnership with [Iron Mountain Entertainment Services \(IMES\)](#), a division of Iron Mountain Incorporated (NYSE: IRM), the storage and information management services company. Since 2008, the GRAMMY Museum has curated more than 80 exhibits, hosted more than 1,000 programs and captured more than 2,000 hours of archived video footage. As the Official Preservation Partner of the GRAMMY Museum, IMES has stored the Museum's most prized physical artifacts in a climate-controlled vault and will now store, manage and distribute its video archives using Iron Mountain's secure digital content repository technology platform.

The GRAMMY Museum and IMES will curate specific archived videos as part of a new series, *Live From The Vault*, which takes fans inside the vaults of some of the Museum's most iconic programs, showcasing rarely seen footage. Mavis Staples will be the first artist featured from her 2010 program in the Museum's Clive Davis Theater, released starting today on the Museum's official streaming service [COLLECTION:live](#) with free access to all viewers. To further increase access, the Museum will utilize Iron Mountain's Content Localization Services (CLaaS) system to transcribe the Museum's archives into other target languages, including subtitles.

"As we've seen in the past year, it's vital for museums to increase their digital presence and the GRAMMY Museum has been doing just that," said the Museum's President Michael Sticka. "We're thrilled to partner with IMES for our new *Live From The Vault* series to preserve these important recordings and moments in music history from our archives."

This series will also include a previously recorded program with Ringo Starr, which will be released on March 4 on [COLLECTION:live](#). Additional artists and special programming will be announced soon.

"Our mission is to help our customers protect and activate their archives," said Lance Podell, Senior Vice President and General Manager, IMES at Iron Mountain. "Our long relationship with the GRAMMY Museum is rooted in this shared dedication to preserve musical history. We're proud to be the Museum's Official Preservation Partner to help safeguard their diverse treasure trove and propel it into the streaming age, featuring dynamic artist interviews and performances. We're excited about sponsoring the *Live from the Vault* series and its debut episode with musical pioneer Mavis Staples - what a privilege it is to hear in her own words how her upbringing and social justice convictions inspired her music."

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ABOUT THE GRAMMY MUSEUM

The GRAMMY Museum is a nonprofit organization dedicated to cultivating a greater understanding of the history and significance of music through exhibits, education, grants, preservation initiatives, and public programming. Paying tribute to our collective musical heritage, the Museum explores and celebrates all aspects of the art form — from the technology of the recording process to the legends who've made lasting marks on our cultural identity.

For more information, visit www.grammymuseum.org, "like" the GRAMMY Museum on Facebook, and follow @GRAMMYMuseum on Twitter and Instagram.

ABOUT COLLECTION:LIVE

COLLECTION:live is the GRAMMY Museum's official online streaming service, featuring an artfully curated collection of newly produced artist interviews, performances and livestreams, as well as special releases from the GRAMMY Museum archive. The Museum's popular Public Programs series has been recorded over the last decade from the Clive Davis Theater in Los Angeles and has since surpassed the 1,000 program mark. Proceeds benefit the Museum's music education initiatives.

About Iron Mountain Entertainment Services

Iron Mountain Entertainment Services (IMES), the media and entertainment division of Iron Mountain Incorporated®, is the go-to physical and digital media archiving service for the media and entertainment industries. IMES partners with clients ranging from the broadcast, film, music and sports sectors to brand archives and individual artists' collections and estates, to protect and activate media archives to preserve our collective cultural heritage. A global leader in media preservation, restoration and archive management, IMES offers industry-leading archive, storage, chain-of-custody processes and physical and digital content preservation solutions to ensure the complete protection of some of the world's most treasured and iconic assets. Visit <https://www.imes.media/> for more information.

About Iron Mountain

Iron Mountain Incorporated (NYSE: IRM), founded in 1951, is the global leader for storage and information management services. Trusted by more than 225,000 organizations around the world, and with a real estate network of more than 90 million square feet across approximately 1,450 facilities in approximately 50 countries, Iron Mountain stores and protects billions of valued assets, including critical business information, highly sensitive data, and cultural and historical artifacts. Providing solutions that include [secure records storage](#), [information management](#), [digital transformation](#), [secure shredding](#), as well as [Intelligent Content Service Platform](#), [data centers](#), [cloud services](#) and [art storage and logistics](#), Iron Mountain helps customers lower cost and risk, comply with regulations, recover from disaster, and enable a more digital way of working. Visit www.ironmountain.com for more information.

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