



MUSICARES®

*****MEDIA ALERT FOR SEPT. 18 — SEPT. 28, 2013*****

**GRAMMY® CHARITY ONLINE AUCTIONS LAUNCH
ULTIMATE EARS BOOM AUCTION TO BENEFIT
MUSICARES®**

50 One-Of-A-Kind Ultimate Ears UE BOOM Wireless Speakers Designed By Bonnaroo 2013 Music Festival Artists

- WHO:** MusiCares®
- WHAT:** GRAMMY® Charity Online Auctions — Bid on Ultimate Ears UE BOOM wireless speakers personalized and designed by artists who performed at the 2013 Bonnaroo Music Festival, including David Byrne, Jack Johnson, the Lumineers, Tom Petty, Cat Power, Allen Stone, Of Monsters And Men, and more. These BOOMs are one of a kind!
- WHEN:** The auction runs now through **Sept. 28, 2013**
- WHERE:** www.ebay.com/grammy
- WHY:** Proceeds from the **UE BOOM Auction** provide essential support for MusiCares. MusiCares ensures that music people have a place to turn in times of financial, medical and personal need by providing programs and services including **emergency financial assistance, educational workshops, and flu shots, hearing tests, and medical/dental screenings.** The **MusiCares MAP Fund®** allows access to addiction recovery treatment and sober living resources for members of the music community, and **Safe Harbor Rooms, weekly addiction support groups, and the MusiCares Sober Touring Network** provide ongoing recovery support.

Established in 1989 by The Recording Academy®, MusiCares® provides a safety net of critical assistance for music people in times of need. MusiCares' services and resources cover a wide range of financial, medical and personal emergencies, and each case is treated with integrity and confidentiality. MusiCares also focuses the resources and attention of the music industry on human service issues that directly impact the health and welfare of the music community. For more information, please visit www.musicares.org. For breaking news and exclusive content, please like "MusiCares" on Facebook at www.facebook.com/musicares, follow MusiCares on Twitter @MusiCares at www.twitter.com/musicares, and join us on Instagram at www.instagram.com/musicares.

GRAMMY Online Charity Auctions are presented in partnership with Kompolt, a California-based online auction agency focused on creating successful, high-value, high-profile promotional and charity auctions for top brand companies. For more information on Kompolt, please visit www.kompolt.com.

UE BOOM is designed to let you share your music with your friends no matter where life takes you. UE BOOM is the first-ever social music player, a wireless speaker that's packed with features that raise the standards of listening to music. It's the first wireless speaker to offer 360-degree sound powered by a rechargeable battery with up to 15 hours of play time. Its versatile go-anywhere shape is wrapped in a plasma-coated acoustic skin that is both water and stain resistant, allowing you to share your music no matter where life takes you. You can also wirelessly connect two UE BOOMS together through the free UE BOOM app (available for iOS™ and Android™) to play in either stereo-to-stereo mode or traditional left/right stereo mode.

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