Recording Academy™ Producers & Engineers Wing® Announces Sponsors for GRAMMY® Week Celebration Honoring Alicia Keys and Swizz Beatz

Partners Pledge Their Support for the 11th Annual GRAMMY Week Event Highlighting the Recording Craft and Honoring the Careers of These GRAMMY® Award Winners

**Iron Mountain Entertainment Services to Serve as Premier Sponsor**

**Santa Monica, Calif. (January 2, 2018)** — Sponsors have been announced for the annual GRAMMY Week® celebration hosted by The Recording Academy™ Producers & Engineers Wing®, this year honoring GRAMMY® Award winners Alicia Keys and Kasseem Dean, aka Swizz Beatz, for their commitment to creative and sonic excellence and their ongoing support for the art and craft of recorded music.

Iron Mountain Entertainment Services is serving as Premier Sponsor for the event – an extension of Iron Mountain’s ongoing year-round partnership with the Wing. Event sponsor partners include Rainbow Room, AVID, Jaxsta, Shure, ELS Studio Premium Audio, Audio-Technica, Solid State Logic, The Northeast Group Morgan Stanley Wealth Management, iZotope, Arthur J. Gallagher Risk Management, and AFM & SAG-AFTRA Intellectual Property Rights Distribution Fund.

This exclusive, invitation-only event will be held Thursday, Jan. 25, 2018, at Rockefeller Center's iconic Rainbow Roomin New York City. Now in its milestone 11th year, the evening also celebrates the artistic contributions of the P&E Wing's 6,000-plus professional members. GRAMMY Week culminates with the **60th Annual GRAMMY Awards**® on **Sunday, Jan. 28, 2018,** airing live on the **CBS Television Network**, at **7:30 p.m. ET/PT.**

Maureen Droney, Recording Academy Managing Director, P&E Wing and Recording Technology, stated, "We are excited to bring our GRAMMY Week celebration to New York as part of the musical festivities leading up to the 60th anniversary GRAMMY Awards telecast. Our P&E Wing event is a highlight of our yearly itinerary, and we’re especially thrilled, this year, to celebrate the careers of industry luminaries Alicia Keys and Swizz Beatz at our signature event. A special thanks goes out to our sponsors, without whom this event would not be possible. These companies have stepped up to support the professionals who represent the essential backbone of the recording industry, and we look forward to sharing this evening with them.”

Fifteen-time GRAMMY Award-winning singer/songwriter/musician/producer Alicia Keys is also an accomplished actress, a *New York Times* best-selling author, and a powerful force in philanthropy and activism. Keys began playing classical piano at age 7 and continues to incorporate her classical background into her music, transcending genres and including gospel, jazz, blues and vintage soul, rock, and pop influences. Since the 2001 release of her debut album, *Songs In A Minor*, she has sold more than 30 million albums worldwide with *The Diary Of Alicia Keys*, *Unplugged*, *As I Am*, *The Element Of Freedom,* and *Girl On Fire.* Her critically acclaimed sixth studio album*, Here*, was released in November 2016*.* Keys' female empowerment message and hands-on approach to song creation, plus knack for crafting songs that resonate with all walks of life, have made her one of the most respected musicians of today. Her talent, deep wisdom, and playful personality have been on display for three seasons as a winning coach on "The Voice." Keys also owns The Oven Studios, which is often used by a variety of the most prestigious recording artists.

Kasseem Dean, aka "Swizz Beatz," is a GRAMMY Award-winning and internationally acclaimed music producer/songwriter/recording artist/global entrepreneur. While in high school, he began DJing and working at Ruff Ryder Records, where he soon produced the company's first hit, "Ruff Ryders' Anthem" by DMX. At age 23, in a joint venture with the legendary Clive Davis, Dean founded his own record label, Full Surface Records. As a producer, he has worked in multiple genres with artists such as Jay-Z, Madonna, Beyoncé, Busta Rhymes, Gwen Stefani, Kanye West, and Metallica. A renowned cultural ambassador, Dean's artistic contributions now also extend beyond music and include fashion design, business, fine art, and philanthropy. He created the global No Commission Art Fair platform that lets the artist keep 100 percent of the proceeds from their sales. To date, $5 million has been given back to these artists. Recently, Dean graduated from the three-year Harvard Business School's Owner/President Management program.

**Previous honorees have included:**   
2009—Ahmet & Nesuhi Ertegun; Jerry Wexler; Arif Mardin & Tom Dowd   
2010—Chris Blackwell   
2011—T Bone Burnett   
2012—Jimmy Iovine   
2013—Quincy Jones & Al Schmitt   
2014—Neil Young   
2015—Nile Rodgers   
2016—Rick Rubin   
2017—Jack White

# 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](http://www.grammy.com). For breaking news and exclusive content, follow @RecordingAcad on [Twitter](https://twitter.com/recordingacad?lang=en), "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](http://www.recordingacademy.tumblr.com/), and [YouTube](https://www.youtube.com/user/TheGRAMMYs).

**ABOUT RAINBOW ROOM**  
Quintessential New York glamour finds its home 65 stories above the landmark Rockefeller Center. Crowning the timeless Manhattan skyline, the iconic Rainbow Room offers a modern twist on classic old-world charm, tailoring special moments for private events and unforgettable evenings of live entertainment. Since its debut in 1934, the Rainbow Room has drawn the world's elite to its curated, elevated and glamorous luxury. First operating as a formal supper club, the venue quickly became a New York City entertainment focal point with greats ranging from Frank Sinatra, Stevie Wonder and Tony Bennett to Drake and Lady Gaga having graced the stage. Rainbow Room's name was inspired by the installation of a color organ that automatically converted music into changing colors in harmony with the moods expressed by the music. To mirror this effect, crystal curtains were added to create a light shimmering veil at the windows without hindering the view. In 2012, the New York Landmarks Preservation Commission declared Rainbow Room a New York City Landmark, one of very few interior landmarks found in New York City.

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# contacts

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