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**FOR IMMEDIATE RELEASE**

**Ernie Ball Music Man Announces All-Star Concert, *Pickers’ Paradise*, at Summer NAMM 2016**

**(Summer NAMM Show, Nashville, TN – June 23, 2016) –** Ernie Ball Inc. (Booth 1122, Hall D), one of the world’s premier manufacturers of guitar strings, musical instrument accessories, effects pedals, guitars, basses and amplifiers through its Ernie Ball and Music Man brands, will be holding an all-star concert/jam, Pickers' Paradise, on Thursday, June 23, during Summer NAMM 2016 at Nashville’s popular venue Mercy Lounge. The lineup of Ernie Ball Music Man players includes such leading artists as Albert Lee, Mick Mars, Daniel Donato, Johnny Hiland and Kenny Olsen.  Additional special guests include Zane Carney, Graham Whitford, Harrison Whitford as well as more to be announced. The concert is open to all attendees of Summer NAMM on a first-come, first-served basis. Doors open at 8:00 pm.

Additionally 30 rare, one-of-a-kind Ernie Ball Music Man guitars will be on display for dealers to purchase. Both Brian Ball (president of Ernie Ball) and Scott Ball (VP of Ernie Ball Music Man) will be on hand to personally meet with dealers, artists and fans.

“I’m thrilled to have Ernie Ball and Music Man return to Summer NAMM after more than a 5 year hiatus.” Said Brian Ball, President for Ernie Ball. “Nashville is an incredible market for us, with many of our top dealers and family of artists calling it home. Given the slew of new products, marketing and brand efforts we’ve introduced over the past year it made sense to bring everyone together to celebrate”

Photo file: EBMM\_NAMM.JPG

Photo caption: Ernie Ball Music Man *Pickers’ Paradise* promotional graphic

**About Ernie Ball:**

In 1962, veteran player and guitar teacher Ernie Ball created Slinkys®, the innovative light gauge electric guitar strings widely revered by thousands of iconic players including Eric Clapton, Keith Richards, Jimmy Page, Paul McCartney, Metallica, Brad Paisley, Slash, John Petrucci, Angus Young and John Mayer. The strings are all crafted in Coachella, CA. Ernie Ball also offers state-of-the-art instrument accessories that are carried in more than 6,000 stores in the U.S. and 120 countries worldwide.

Officially purchasing the Music Man® company in 1984, Sterling, joined later by his sons Scott and Brian, has built a team of dedicated professionals based in San Luis Obispo, CA who collectively share a common goal: crafting the highest level of hand-crafted instruments available. Originally founded by Tom Walker, Forrest White and Leo Fender in 1974, Music Man built its name leading an industry revolution, introducing active electronics on its production instruments. As part of the team during the 70’s, Sterling Ball played an important role on the design and development of the iconic StingRay basses.

The family-run company maintains its founder's dedication to preserving the musician's playing experience and delivering superior sound quality through the development of new products, such as Cobalt Slinkys, M-Steel, Earthwood and the revolutionary Element Shield Packaging, which hermetically seals guitar strings to keep each set as fresh as the day they were made. The company also fosters artist development through musician-focused programs such as the world's largest and longest running unsigned artist programs, where bands compete each year for the chance to play live on national tours, festivals and events. Visit them online at www.ernieball.com and www.music-man.com.

**FOR MORE INFORMATION PLEASE CONTACT:**

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**Ernie Ball Music Man is exhibiting at Booth 1122 (Hall D) at the 2016 Summer NAMM Show in Nashville, TN.**