****

**\*\*MEDIA ALERT FOR THURSDAY, APRIL 4, 2024\*\***

**THE GUITAR CENTER MUSIC FOUNDATION FUNDRAISER AND BENEFIT CONCERT HONORING MUSIC LEGEND ERNIE ISLEY, A KEY MEMBER OF ROCK AND ROLL HALL OF FAME INDUCTEES, THE ISLEY BROTHERS**

**EVENT ON THURSDAY, APRIL 4 RED CARPET BEGINS AT 7:00PM – EVENT BEGINS 8:00PM**

**HOLLYWOOD ROOSEVELT HOTEL 7000 Hollywood Blvd, Los Angeles, CA 90028**

Performers Include: Vernon Reid (Living Colour), Steve Lukather (Toto), Ray Parker, Jr, Alex Isley And Melanie Faye

**Interview & Photo Opportunities:**

APRIL 3 – Ernie Isley (pre-event)

APRIL 4 – Ernie Isley at red carpet plus *acclaimed musicians (Vernon Reid [Living Colour], Alex Isley, Melanie Faye, Steve Lukather [Toto] and Ray Parker Jr.)*, as well as key personnel from The Guitar Center Music Foundation

**WHO:** The Guitar Center Music Foundation (GCMF), a nonprofit organization that advances the healing, transformative power of music by granting musical instruments to music education and music therapy programs. Thousands of individuals nationwide benefit yearly from GCMF’s grants and other efforts aiding veterans, hospital patients, the unhoused, and those affected by natural disasters, as well as youth in both schools and after-school programs.

**WHAT:** GCMF’s third-annual benefit concert and fundraiser honoring Ernie Isley with a Lifetime Achievement Award. The evening will also feature dinner, cocktails, a special live performance, and silent and live auctions. Ernie Isley’s daughter, GRAMMY®-nominated Alex Isley, will also perform in honor of her father, along with other special guests including Vernon Reid (Living Colour), Steve Lukather (Toto) Ray Parker Jr., Alex Isley, and Melanie Faye. All proceeds from the event will benefit the Guitar Center Music Foundation to aid in their mission to keep music alive and accessible for all.

**WHEN:** Thursday, April 4, from 7-11 pm PDT (Red-carpet begins at 7 pm — Event begins at 8:00 pm). Ernie Isley interviews available April 3 and April 4 at the event

**WHERE:** Hollywood Roosevelt Hotel (7000 Hollywood Blvd, Los Angeles, CA 90028)

To learn more, visit <http://www.GuitarCenterFoundation.org>, or follow [@GiveMusicLife](https://twitter.com/GiveMusicLife) on Twitter for more news or to discover ways to support The Guitar Center Music Foundation. Also, follow GCMF on [Facebook](https://www.facebook.com/guitarcenterfoundation/) and [Instagram](https://www.instagram.com/guitarcenterfoundation/?hl=en).

**Media contacts**:

Onsite: Myka Miller

E: myka.miller@guitarcenterfoundation.org

C: (323) 573-0568‬)

PR Firm: Clyne Media, Inc.

E: robert@clynemedia.com

C: 615-300- 4666

**MORE ABOUT ERNIE ISLEY**

The Isley Brothers have been making musical hits for over 60 years, including “Twist and Shout,” “Shout,” “That Lady,” and “For The Love of You.” Ernie Isley’s distinctive lead guitar was a key element of the group’s sound, and he continues to be one of the most respected living guitarists today. Ernie Isley states, “I am excited to be a part of the upcoming benefit concert organized by The Guitar Center Music Foundation. I believe that music helps improve people’s lives, especially the work of music education programs and other related initiatives, and that is what GCMF stands for. I am honored to be their award recipient this year, and I’ll be doing everything in my power to contribute to a very special evening.”

Photo file 1: GCMF\_Isley\_SAVETHEDATE.JPG

Photo caption 1: Promotional graphic for The Guitar Center Music Foundation’s third-annual benefit concert, this year paying tribute to Ernie Isley, taking place on Thursday, April 4 from 7-11 pm at the Hollywood Roosevelt Hotel in Los Angeles, Calif.

Photo file 2: ErnieIsley2024GCMF.JPG

Photo caption 2: Ernie Isley