Industry Sponsors Show Support for Recording Academy™ Producers & Engineers Wing® 11th Annual GRAMMY® Week Event Honoring Alicia Keys and Swizz Beatz Alongside Music's Creative Technical Wizards

**Sponsor Partners Contribute to Successful Gala**

**Santa Monica, Calif. (February 28, 2018)** — The Recording Academy™ Producers & Engineers Wing® 11th annual celebration was held for the first time in New York City, on Thursday, Jan. 25, 2018 at Rockefeller Center's iconic Rainbow Room, reprising once again what has become a highly anticipated event that marks the official start of GRAMMY Week®. Representatives from a large range of top manufacturers, services and organizations pledged their support for the event and were in attendance to honor individuals who strive for audio excellence and who have championed creative freedom throughout their career. The event is focused on the irreplaceable contributions made by recording, mixing and mastering engineers and record producers whose technical expertise and creative brilliance earn these professionals working behind the glass GRAMMY® Awards and nominations of their own. The gathering also featured the presentation of the President's Merit Award to Alicia Keys and Kasseem Dean, aka Swizz Beatz, recognizing both their commitment to creative and sonic excellence and their ongoing support for the art and craft of recorded music. Keys and Dean received the award to the applause of hundreds of P&E Wing members and guests.

Iron Mountain Entertainment Services served as Premier Sponsor for the event – an extension of Iron Mountain’s ongoing year-round partnership with the Wing. Event partners also included Rainbow Room, AVID, Jaxsta, Shure, ELS Studio Premium Audio, Audio-Technica, Solid State Logic, The Northeast Group Morgan Stanley Wealth Management, Tidal, iZotope, The Recording Studio Insurance Program, Sound Stage Nashville, and the AFM & SAG-AFTRA Intellectual Property Rights Distribution Fund.

“Moving this event to New York was a huge undertaking, but we had immense support from our family of sponsors,” stated Maureen Droney, the Recording Academy Managing Director, P&E Wing and Recording Technology. “The event gives our community the chance to reconnect with old friends, make new ones, and to be acknowledged with the credit it deserves. It is an honor that our industry partners continue to show such support for this event and our endeavors throughout the year.”

Personnel from several of the sponsors also weighed in on the evening's festivities:

Greg Parkin, VP of Iron Mountain Entertainment Services, remarked, “Iron Mountain Entertainment Services is a year-round partner for the P&E Wing’s initiatives and advocacy efforts, and its GRAMMY Week celebration is a yearly highlight. The P&E Wing’s members represent the bedrock of the music industry, and the P&E Wing’s values and goals align very closely with those of Iron Mountain. We are proud to be a close partner and we look forward to much more to come throughout 2018."

Jeff Rosica, President and CEO of Avid, stated, “Avid is proud to be a sponsor of the Recording Academy P&E Wing in supporting the talented individuals that create the music that inspires us all. The P&E Wing GRAMMY Week celebration brings together the audio community, and was a festive kick off to GRAMMY Week in New York.”

GRAMMY Week culminated with the Annual GRAMMY Awards® on Sunday, Jan. 28, 2018.

Photo file: PE\_GRAMMYWeek2018\_Sponsors.JPG

Photo caption: Leading members of the audio community gathered in New York City at Rockefeller Center's iconic Rainbow Room for the Recording Academy™ Producers & Engineers Wing® 11th annual celebration on Thursday, Jan. 25, 2018. Photo credit: Michael Kovac/Getty Images. © 2018.

# 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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