



FOR IMMEDIATE RELEASE

**MERIDA GUITARS HEARLDS THE TRAVELING
GUITAR FOUNDATION FOUNDER, DAMON MARKS
AND NAMES HIM THE NEWLY SELECTED
SPOKESPERSON**

Traveling Guitar Foundation Set to Launch Schools Tours; Impacted 30K Students and have funded over 100 Schools across the US and abroad

(New York, New York, March 12, 2015) Many schoolchildren today are not benefiting from music programs at school because funding for music education has been eliminated from their budgets. Schools have had to make hard choices and unfortunately, one of these choices has been to eliminate their music and arts budget.

Enter Damon Marks, a lifelong musician and New Jersey resident who is keenly aware of this problem. Damon has been playing guitar since the age of ten and has made a career as a professional guitarist. Damon recalls that music helped him through tough times when he was a child. “It helped me find my friends and get involved and ease the pain I was going through. If I hadn’t found music, fellow band mates and fans, I might have found drugs or alcohol or who knows what else. I want kids today to have that same chance to connect to music in such a meaningful, creative way.”

Damon decided to do something about the struggle schools have to keep music and creative programs afloat. In 2010, he created the Traveling Guitar Foundation to bring music back into schools with inadequate music funding. Damon takes his show on the road to elementary, middle and high schools where he performs and engages the children in his performance. The program supplies schools with free guitars, equipment and a curriculum that does not require musical training for any teacher. On the heels of the success that Marks has had in the schools and the media buzz of his actions Merida Guitars has announced and welcomes Damon to their growing artist line-up as the newly selected spokesperson. His choice of guitar is the T25-CES nylon string guitar. It’s all solid wood construction, Fishman® electronics, Graphtech® Tusq XL Nut and saddle make this instrument a versatile performer both live and in the studio for Damon. The DG15FOGACES is the steel string guitar of choice for Damon. It’s solid Cedar top and beautifully flamed Ovankol back & sides really make this guitar a standout. Damon will be pioneering a series of videos for highlighting his use of nylon string guitars. In them he’ll be discussing a “crossover” becoming more common among many Rock and Metal guitarists who are finding inspiration with classical guitars for writing, recording and performing.

According to Michael Spremulli, CEO of Merida Guitars, USA, “We look forward to Damon heading out on the road on a clinic tour. Traveling to our dealers across the country will be an integral part of what Damon will be doing. He has proven himself to be an extremely effective instructor and communicator in addition to being a world-class player!”

Mérida Guitars is also proud to support Damon with The Traveling Guitar Foundation, a 501(c)(3) non-profit organization that works to ensure that schoolchildren have access to high-quality musical instruments and instruction during a time when school systems across the country are facing budgetary restraints.

We are very proud to have an artist roster that includes such a diverse range of artists. Damon began playing the guitar passionately when he was ten years old. Since a young age, Damon has utilized his musical abilities in tandem with his impressive business acumen to achieve tremendous success in the music industry. Throughout his career, Damon has played and recorded with a diverse range of some of the most well-known names in the music business. His philanthropic works with The Traveling Guitar Foundation, fall right in line with Mérida Guitars’ beliefs in bringing music to children who might not otherwise have the opportunity due to financial restraints, budget cuts and the closing of school music programs around the country.

We are excited to be working with Damon and look forward to sharing the gift of music with the many children whose lives we will now become a part of through his foundation! The Traveling Foundation will be launching this year’s school program at:

March 13th – New Heights Academy Charter School, NYC

March 20th – Bronx Charter School for the Arts, NYC (Swizz Beatz School)

March 27th – Tompkins Square Middle School, NYC

April 17th – T. Schor Middle School, NJ

May 29th – Colts Neck High School, NJ

For more information please visit us at www.meridaguitars.com

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Founded in 2003, Mérida Extrema Guitars offers an extensive product selection including over 70 models of steel string and nylon string acoustic and acoustic / electric guitars.

Mérida Extrema Guitars is dedicated to maintaining exceptional quality, and is committed to product innovation, superior design and distinguished style.