



Fender Center and Museum in Corona unveils spruced up music exhibit

Bad Company's Paul Rodgers honored for contributions

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The Fender Center and Museum in Corona held a VIP exhibit Grand Re-Opening on Saturday and raised more than \$40,000 for its Kids Rock Free music education program.

Rock superstar Paul Rodgers (Bad Company, Free, Queen) was honored with a special award commemorating his 40 years in the music business. Bassist Tony Franklin - who played in The Firm with Rodgers in the mid-'80s - served as event emcee in Fender's Rhythm Lounge. Former Firm and AC/DC drummer Chris Slade, David Pack of Ambrosia, members of Dramarama and sound pioneer Bob Heil were also present.

Franklin presided over an auction of a Rodgers gold record and Fender Mexican Stratocaster electric guitar with necklace (the instrument fetched \$24,000). A silent memorabilia auction raised even more money for Kids Rock Free.

Among the items on display in the newly-expanded VIP exhibit are pieces of a broken guitar and fuzz pedal from The Who's Pete

Townshend, handwritten lyrics to alt-rock hit "Anything Anything" by Dramarama, plus signed instruments and memorabilia from Rodgers, Bruce Springsteen, Steve Miller, Peter Frampton, Muddy Waters, Dick Dale, Nirvana, Blink-182 and others.

A special section is devoted to Heil, who developed the quadraphonic sound mixer for The Who and developed the Talk Box made famous by Frampton, Joe Walsh and Richie Sambora.

The Igniters, a quintet comprised of 12-14 year-olds from the Kids Rock Free program, closed the event with a brief live set of cover tunes. They were joined by Rodgers for his compositions, "Rock 'n' Roll Fantasy" and "All Right Now."

For more information on the Fender Center and Museum, the ongoing Johnny Cash exhibit and upcoming Cash Birthday Celebration, go to www.fendermuseum.com.

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