

PRESS RELEASE



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MEINL CYMBALS PARTNERS WITH BANDHAPPY AS AN OFFICIAL SPONSOR OF THE 2014 VANS WARPED TOUR

Meinl Cymbals is pleased to announce that it is partnering with BANDHAPPY as an official sponsor of the 2014 VANS Warped Tour. Founded by Meinl Cymbal artist and drummer for prog-metal giants Periphery Matt Halpern, BANDHAPPY is an online resource that connects teachers and students in a one-of-a-kind music community, offering both in-person lessons or online lessons anywhere on the planet via a custom-built, in-house video chat system. The BANDHAPPY tent will offer lessons to festival attendees hosted by members of various bands that are touring with Warped. Every festival attendee taking drum lessons at the BANDHAPPY tent will sit down at a drum set outfitted with Meinl Cymbals.

Regarding this partnership, BANDHAPPY founder Matt Halpern had this to say: *„I am so excited to be able to showcase my favorite brand of cymbals this year on the VANS Warped Tour. For those young drummers who have yet to play Meinl Cymbals and are taking lessons with BANDHAPPY this summer on Warped, they're really going to be in for a treat when they get to experience Meinl for the first time. I remember the first time I heard and saw Meinl cymbals, I was hooked almost instantly, and I'm stoked to be able to provide that experience for many more drummers each day on the VANS Warped Tour.“*

The VANS WARPED TOUR® is well established as America's premiere music and lifestyle festival of the summer, breaking up-and-coming indie talent as well as both creating and show-casing major established artists since 1995. The nationally renowned festival is the most eclectic traveling tour and features a diverse array of artists--with hotly tipped acts in every genre from punk, metal and indie to rock, hip-hop, rap, electronic, reggae and pop; as well as a variety of lifestyle attractions for its traditionally low ticket price. The tour has cemented its place in history by bringing punk rock/skate/action sports culture from the underground to the forefront of global youth culture, while at the same time helping those in need and being the first tour to consistently use groundbreaking environmental concepts every year on the road. VANS Warped tour is the tour that Alternative Press Magazine readers voted the "Best Tour/Festival" of 2009/2010 and Rolling Stone Magazine called "America's most successful festival" (2005). Now in its 20th year, the 42-date tour will commence June 13 in Houston, TX and end on August 3 in Denver, CO.

