



ARTISTS' PRIZED INSTRUMENTS DAMAGED IN FLOOD PLAY SECOND ROLE IN SUPPORTING NASHVILLE'S MUSICAL LEGACY

Peter Frampton, Brad Paisley, Keith Urban Among Those Donating Personal Performance Guitars For Flood Relief

NASH₂O Kickoff Event Scheduled For October 12

Nashville, TN (September 15, 2010) – Dozens of guitars, mandolins and other instruments – straight from the hands of artists such as Peter Frampton, Brad Paisley, Kenny Chesney, Keith Urban, Vince Gill and a host of others – are headed for the online auction block through nonprofit organization NASH₂O (Nash-H-2-0) to support flood relief efforts in Nashville.

Proceeds go to three beneficiaries: MusiCares Nashville Flood Relief Fund for music industry professionals, Nashville Musicians Association Flood Relief Fund for those musicians that were uninsured, and Middle Tennessee fire and rescue departments.

NASH₂O was organized shortly after the devastating May floodwaters receded by three longtime Music City mainstays: **George Gruhn**, widely-recognized as the leading authority on vintage stringed instruments; **Joe Glaser**, renowned luthier and fine instrument repairman and steel guitarist/producer **Bruce Bouton**, a fixture on high-profile recordings and tours for decades. Their goal was to collect flood-damaged instruments from top artists, which could then be sold as presentation/collector pieces. The group secured underwriting support from Fireman's Fund Insurance Company, a major insurer of many of the affected artists and exclusive insurance sponsor of NASH₂O.

NASH₂O's official launch is slated for **Tuesday, October 12**, with a VIP kickoff reception and press conference at the Hard Rock Café in downtown Nashville beginning at 4 p.m., featuring appearances by some of the artists who have donated instruments, special guests, a silent auction, and some of the instruments which are headed for online auction on display.

The public will have a chance to bid via the online auction, which will open the same day at <http://nash2o.org>. The NASH₂O auction is unique in several ways, as the instruments offered for sale are historic musical artifacts from the record flooding that tore through Nashville in early May wrecking havoc on several instrument storage facilities, as well as musicians' homes

and studios. But as Gruhn explains, the instruments themselves are unlike what is usually available to fans and followers:

“It’s fairly common to see instruments, signed by artists, for sale in charity efforts or given as contest prizes. But those are almost always pieces donated by a manufacturer for that purpose. They’re handed to the artist, he signs them, and that’s really the only connection he has with them. The NASH₂O pieces are the artists’ personal instruments. Peter Frampton’s Les Paul is, well, *Peter Frampton’s* Les Paul. Brad Paisley’s Tele-style guitar is *Brad’s* guitar. You hear that guitar on the records. You saw it in his hands in concert. These are very personal, cherished tools of the trade, and buyers can own a piece of that history, that pedigree.”

“Fireman’s Fund is excited to participate in this project with NASH₂O to help musicians that were affected by the Nashville floods, and assist fire and rescue departments to purchase needed equipment, training and educational tools,” said Lauren Bailey, vice president of entertainment at Fireman’s Fund. “We worked closely with our agents and policyholders that were impacted by the Nashville floods, and are committed to providing exceptional customer service, risk services and claims handling to meet their specialized needs.”

The online auction and NASH₂O communities use Moontoast’s Social Commerce Platform. Moontoast provides highly customizable, branded Social Commerce solutions to brands and individuals who are looking to maximize their social media marketing and sales efforts. Artists such as Taylor Swift, Reba McEntire and Wynonna Judd are currently leveraging this technology.

Beside the artist owned instruments for auction, sweepstakes items of new instruments and/or premiums have been donated by Taylor Guitars, THD Amplifiers, Paul Reed Smith Guitars, Gibson Guitars, Martin Guitars and Yamaha Instruments.

Check for further information and updates at <http://www.nash2o.org>.

About NASH₂O

NASH₂O is a charitable initiative to raise money from the damaged instruments, equipment, and other items and services to benefit musicians and in the greater Nashville music community, many of whom were uninsured for flooding, with a portion also going to greater Nashville fire and rescue departments in need of equipment. This effort is being spearheaded by luthier Joe Glaser, George Gruhn, and musician Bruce Bouton, with help from many others. Most pieces were flood damaged and have been decontaminated (and certified for safety). Some items were never touched by the water but have been donated specifically for this fundraising effort, such as special editions offered as sweepstakes prizes.

About Fireman’s Fund Insurance Company

With nearly 90 years of experience insuring the entertainment industry, Fireman’s Fund is the recognized leader in the field insuring artists and bands in all genres of the music industry and providing coverage for music festivals, record labels, promoters, talent management as well as sports teams and events. Fireman’s Fund is a member of the Allianz Group, the world’s largest provider of property and casualty insurance. For additional information, visit www.firemansfund.com.

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