



## RECORDING ACADEMY™ ANNOUNCES OFFICIAL MARKETING PARTNERS FOR 61ST ANNUAL GRAMMY AWARDS®

**SOME OF THE WORLD'S MOST EXCITING BRANDS PARTNER WITH THE ACADEMY TO CELEBRATE MUSIC'S BIGGEST NIGHT®**

**SANTA MONICA, CALIF. (JAN. 16, 2018)** — The Recording Academy™ proudly announced its official marketing partners for this year's 61st Annual GRAMMY Awards®. Absolut, Aflac, Apple Music, Bulova, Delta Air Lines, Hilton, IBM, JBL by HARMAN, Mastercard, Meredith Corporation, and Westwood One are all supporters of this year's GRAMMY Awards, as well as events throughout GRAMMY® Week. The music industry's marquee event takes place live on Sunday, Feb. 10, at STAPLES Center in Los Angeles and will be broadcast in high-definition TV and 5.1-surround sound on the CBS Television Network at 8:00 p.m. ET/5:00 p.m. For comprehensive coverage of the show, visit [GRAMMY.com](http://GRAMMY.com) and [CBS.com](http://CBS.com). For breaking news and behind-the-scenes content, visit the Recording Academy's social networks on Twitter, Facebook, and Instagram.

"We are incredibly fortunate to be aligned with so many extraordinary brands that share our commitment to celebrate music's transformative power," said Evan Greene, Chief Marketing Officer of the Recording Academy. "We look forward to strategically working with these category-leading partners to deliver innovative, leading-edge programs designed to engage and excite passionate music fans across our cultural landscape."

For more information on official GRAMMY partners, please visit:

[absolut.com](http://absolut.com), [aflac.com](http://aflac.com), [applemusic.com](http://applemusic.com), [bulova.com](http://bulova.com), [delta.com](http://delta.com), [hilton.com](http://hilton.com), [ibm.com](http://ibm.com), [jbl.com](http://jbl.com), [mastercard.com](http://mastercard.com), [meredith.com](http://meredith.com), and [westwoodone.com](http://westwoodone.com)

### 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), "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](https://www.tumblr.com/RecordingAcademy), and [YouTube](https://www.youtube.com/RecordingAcademy).

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