

Yamaha to Sponsor United States Brass Band Championships

ARLINGTON HEIGHTS, Illinois (October 10, 2014)—Brass Bands International today announced that it has entered into a corporate partnership with Yamaha Corporation of America to sponsor the U.S. Open Brass Band Championships. This year's championships will be held at the Norris Cultural Arts Center in St. Charles, Illinois, on November 8, 2014.

“Yamaha’s international presence and its full range of professional and custom level brass and percussion instruments puts the company in a unique position to contribute to the growth of the brass band movement in North America,” said Clark Niermeyer, president, Brass Bands International. “Yamaha’s partnership with our organization will help assure that brass bands will continue to thrive in America.”

The championships consist of an open, judged entertainment contest for brass bands, which are allowed to perform any work of their choosing. Brass Bands International has produced the event for the last 12 years.

Yamaha, the world’s largest manufacturer of musical instruments, makes an array of quality brass instruments, including the Neo low brass line. This year, the addition of the YBH-831S baritone horn completed the Neo series, a full range of horns intended to be played together to create a balanced tonal quality from cornet to tuba. With each model standing firmly on its own as a solo instrument, characterized by beautiful tonal character and rich overtones, Yamaha’s Neo brass instruments excel at executing soaring melodies and precise field band pieces.

“Yamaha strongly believes in exposing evolving players to the benefits of brass performance, so it’s a natural fit for us to partner with Brass Band International, as they promote the highest standards of performance and entertainment,” said Roger Eaton, director of marketing, Band & Orchestral Division, Yamaha Corporation of America.

For more information about Yamaha brass instruments, please visit

<http://4wrd.it/yamahawinds>. For more information about Brass Bands International, please visit <http://4wrd.it/brassbandintl>.

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About Yamaha

Yamaha Corporation of America (YCA) is one of the largest subsidiaries of Yamaha Corporation, Japan and offers a full line of award-winning musical instruments, sound reinforcement and home entertainment products to the U.S. market. Products include: Yamaha acoustic, digital and hybrid pianos, portable keyboards, guitars, acoustic and electronic drums, band and orchestral instruments, marching percussion products, synthesizers, professional digital and analog audio equipment, Steinberg recording products and Nexo commercial audio products, as well as AV receivers, amplifiers, Blu-ray/CD players, iPod docking systems, home-theater-in-a-box systems, earphones, headphones, sound bars, and its exclusive line of Digital Sound Projectors. YCA markets innovative, finely crafted technology and entertainment products and musical instruments targeted to the hobbyist, education, worship, professional music, installation and consumer markets.

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