



The Recording Academy®

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For Immediate Release

NEWS RELEASE

KENNY LOGGINS, ONEREPUBLIC AND MEMBERS OF THE JAZZ AT LINCOLN CENTER ORCHESTRA TO PERFORM AT 2012 GRAMMY CELEBRATION®

*DJ MichellePesce and GRAMMY Camp® — Jazz Session with Special Guest
Arturo O'Farrill also Scheduled to Participate*

*Along Came Mary Productions Returns to Produce and Cater
The Recording Academy®'s Official GRAMMY Awards® After-Party*

LOS ANGELES (Feb. 09, 2012) — Two-time GRAMMY® winner **Kenny Loggins**; GRAMMY-nominated band **OneRepublic** fronted by lead singer **Ryan Tedder**, who is currently nominated for two GRAMMY Awards; and **DJ Michelle Pesce** are scheduled to perform at the **2012 GRAMMY Celebration®** — The Recording Academy®'s official after-party. Additionally, in the celebration's MasterCard Jazz Lounge, the exclusive event will feature performances by members of the **Jazz at Lincoln Center Orchestra** and the **GRAMMY Camp® — JazzSession** with current GRAMMY nominee **Arturo O'Farrill**. Inspired by Rio's Carnival, this year's all-star gathering will be a euphoric event where guests will dance, sing, party and continue to celebrate Music's Biggest Night®. The night's festivities will be catered and produced by **Along Came Mary Productions**. One of the year's most anticipated events attracting GRAMMY winners, nominees and celebrities, the 2012 GRAMMY Celebration will take place at the Los Angeles Convention Center on Feb. 12 immediately following the 54th Annual GRAMMY Awards.

"We're looking forward to continuing the celebration of Music's Biggest Night by enjoying some amazing music and outstanding cuisine at our GRAMMY after-party," said President/CEO of The Recording Academy Neil Portnow. "This year's festive Carnival will be a most fitting and exciting component of an extremely memorable evening."

"I most commonly find inspiration in music and travel, and after experiencing the vibrant culture of Brazil earlier this year, the 2012 GRAMMY Celebration theme became glaringly clear," said Branden Chapman, Executive in Charge of Production and Chief Business Development Officer for The Recording Academy. "With the support of hundreds of event professionals, we will symbolically transport our 5,000-plus guests to Rio de Janeiro's annual Carnival celebration complete with a life-sized samba float, Copacabana and Ipanema beach lounges and favela inspired scenes showcasing the 64 performers and dancers that will entertain the crowd throughout the evening."

Once again, The Recording Academy will partner with highly regarded event producers and renowned celebrity caterer **Along Came Mary** to co-produce and cater the post-telecast GRAMMY Celebration, overseeing all of the event entertainment, décor, menu, and other logistics. Led by The Recording Academy, ACM and its design and lighting team will take the vast convention space, equaling the size of three football fields, and transform it into a festive Carnival theme with dancers, acrobats, aerialists, projections, elevated lounges, and floor-to-ceiling water walls. The exquisite menu includes five buffet stations (Brazilian churrascaria, favelas fabulous, Copacabana nights, Latin flavors, and 42 degrees below) and seven different samba sweets (caramelized banana-chocolate bread pudding, spinning lady sundae bar, passion fruit crème tarts, palma saffron pears galette, Miami spice cheesecake, sugarcane wafers, and macadamia nut squares).

(more)

2012 GRAMMY Celebration

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The menu was designed using locally grown meat, produce and cheese, when possible, and all seafood is sustainably produced. Leftover edible food from the GRAMMY Celebration is donated to local food banks, and all cooking oil used for the event will be recycled. A mainstay in the entertainment industry, ACM has masterfully orchestrated many of Hollywood's most distinguished events and has been named top caterer in the nation by numerous publications. The Recording Academy has hired ACM to co-produce the GRAMMY Celebration for 12 consecutive years.

MasterCard Worldwide is proud to deliver a priceless musical experience with artists set to perform on the MasterCard stage, as well as in the MasterCard Jazz Lounge. Performances will include Kenny Loggins, OneRepublic, DJ Michelle Pesce, and members of the Jazz at Lincoln Center Orchestra, as well as the GRAMMY Camp — Jazz Session (Bobby Allende, Carlos Henriquez, Ali Jackson, Elliot Mason, Michael Rodriguez, and Robert Rodriguez,) with special guest O'Farrill. Waste Management will return as a sponsor of the after-party and will collect all recyclable materials in keeping with The Recording Academy's greening initiatives.

The 2012 GRAMMY Celebration also will feature interactive experiences by sponsors **Harman, Hyundai, Waste Management, COVERGIRL, Olay** and **Venus**. Harman will display its latest audio and speaker technology for guests to preview; Hyundai will display its award-winning luxury vehicle the Equus; and Waste Management's Recycling Rocks lounge will feature DJs, an interactive photo booth and iconic artist scenery. A GRAMMY Glam station, hosted by COVERGIRL, Olay and Venus, will offer guests makeup touch ups and the opportunity to be featured on the official GRAMMY Facebook page. The evening will also feature fine spirits by Patrón Tequila, Ultimat Vodka and Pyrat Rum, wines by Fat Cat Wines, champagne by Domaine Laurier and beer by Anheuser-Busch. Beverages at the event will be provided by Pepsi.

Established in 1957, The Recording Academy is an organization of musicians, producers, engineers and recording professionals that is dedicated to improving the cultural condition and quality of life for music and its makers. Internationally known for the GRAMMY Awards — the preeminent peer-recognized award for musical excellence and the most credible brand in music — The Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education and human services programs. The Academy continues to focus on its mission of recognizing musical excellence, advocating for the well-being of music makers and ensuring music remains an indelible part of our culture. For more information about The Academy, please visit www.grammy.com. For breaking news and exclusive content, follow @TheGRAMMYS on Twitter, like "The GRAMMYS" on Facebook, and join The GRAMMYS' social communities on YouTube, Tumblr, Foursquare, GetGlue, and Instagram.

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