



FOR IMMEDIATE RELEASE

Gruv Gear Sponsors Brand New Instructional Website and Regional Events That Promote Music Education

March 15, 2012 (Orange County, CA) – Gruv Gear, Orange County California-based designer and manufacturer of innovative music products and accessories, announces new sponsorships for music education events, including Gerald Veasley's Bass BootCamp, Canadian Rockies Bass Bash, NorCal Bassix Bass Bash, and "The Art of Groove" online instructional site with acclaimed bassist & clinician Norm Stockton.

The Bass BootCamp, now in its 11th year, is the brainchild of renowned jazz artist and Gruv Gear endorser Gerald Veasley. The 3-day event will be held on March 16-18, 2012 in Reading, PA, and will feature several prominent bass educators and clinicians who engage and inspire bass players, beginners to professionals, to continue honing their craft. Regular clinicians include such greats as Anthony Wellington and David Dyson, both Gruv Gear endorsers. "This year, the BBC welcomes new instructors and faculty including Damian Erskine, Nik West, and Steve Rosati, all of whom are also our artist endorsers," notes Jay Baldemor, President of Gruv Gear. "We're excited to sponsor this event again, and this year one lucky camper will be heading home with our top-of-the-line [Stadium Bag](#) that we're giving away!"

More information on the Bass BootCamp can be found at <http://www.bassbootcamp.com>.

NorCal Bassix, as the name implies, is an organization that holds unique events and clinics every few months to serve the community of bass players and musicians in the Northern California area. The upcoming "Bass Day" will be on April 21st and will feature fretless bass virtuoso Michael Manring. Wade Craver, founder and regular performer at the events, has a passion to create a kindred connection between musicians with manufacturers of gear they use and love. Gruv Gear continues to support NorCal Bassix with gear giveaways, product demos, and community promos.

This year, attendees will score a chance to win the [DuoStrap Signature](#) bass strap, an innovative ergonomic double guitar strap co-developed with bassist Damian Erskine, which has been time-proven to alleviate shoulder pain when playing the bass or guitar. "Primary function of the DuoStrap Signature is to offer unmatched comfort for players," says Jay. "But designing one that works wonderfully while also wrapped in luxurious padded garment leather creates a product that's both functional and beautiful."

NorCal Bassix posts regular updates of events, clinics and performances at <http://www.norcalbassix.com>.

On May 5-6, 2012, musicians in the Calgary area will be gathering at the annual Canadian Rockies Bass Bash, spearheaded by Randy "Grazy" Gray. Featured clinicians include Adam Nitti, Bobby Vega, and Dave Fowler. Gruv Gear is sponsoring the event with a prize donation of a DuoStrap Signature and other bass accessories such as the popular [FretWraps String Muters](#).

Check out the CanRock Bass Bash by visiting <http://www.canrockbassbash.com>.

March 2012 marks the debut of a brand new bass instructional website by acclaimed bassist / clinician / educator and Gruv Gear endorser Norm Stockton. On the site aptly named "The Art Of Groove" for his in-depth coverage of groove-related topics and techniques, Norm offers not only streaming and downloadable content, but also a \$9.99/month subscription service that includes unlimited streaming access and a 60-lesson groove course. "After years of receiving requests for a resource like this, I'm elated to have finally launched – and the response has been fantastic," reflects Norm Stockton. "I'm grateful for the sponsorship and partnership with Gruv Gear. Their commitment to the bass community is amazing."



Get the entire scoop by checking out <http://www.artofgroove.com>.

About Gruv Gear

Gruv Gear designs and builds innovative utility gear and accessories for creative professionals, including musicians, DJs, photographers, cinematographers, film makers, audio/video engineers, and media crews. Founded by a musician and product designer, the California-based company has been seeing tremendous forward momentum and widespread acclaims in a very short time, with global patents pending for its current innovations and more game-changing products slated for this year and beyond.

Gruv Gear continues to flex its marketing muscle with grassroots clinics and events, exclusive online campaigns, and major artist endorsements. The company has already made avid endorsers out of some of the world's top artists, including musicians from [American Idol](#), [Cirque du Soleil](#), and the [Michael Jackson "The Immortal" World Tour](#). Other world-renowned endorsers include [Peter Erskine](#) (multi Grammy-winning drummer, Weather Report, Chick Corea, Yellowjackets), [Anthony Wellington](#) (Victor Wooten Band), [Rex Hardy, Jr.](#) (Mary J. Blige, American Idol) [Gerald Veasley](#) (Joe Zawinul, Electric Mingus Project), [Norm Stockton](#) (Lincoln Brewster), [DJ Icy Ice](#) (World Famous Beat Junkies, Black Eyed Peas Parties, Grammy After Parties, Manny Pacquiao After Parties), and [Ray Roman](#) (award-winning cinematographer and named one of the top 25 studios in the world).

Gruv Gear products are currently distributed in the USA by [Musical Distributors Group](#), in Europe by [Adam Hall GmbH](#), and in Canada by [Heartbeat Distributors Ltd.](#)

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