BIG EAR n.y.c.

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**FOR IMMEDIATE RELEASE:**

BIG EAR n.y.c. Launches PledgeMusic Campaign

***Plans to release 5 NEW pedals at Winter NAMM in January!***

New York, NY – September 16, 2014 – With plans to expand the company’s well-established line of boutique guitar effects pedals, BIG EAR n.y.c. has teamed up with PledgeMusic to bring this product release to the public like never before.

While PledgeMusic has made a name for themselves as the world’s leading online, direct-to-fan music community, this venture finds them taking on an entirely new prospect: Guitar Pedals.

BIG EAR n.y.c. owner, Grant Wilson, who is diagnosed with Asperger’s Syndrome, is no stranger to the hustle required to turn dreams into realities. After releasing seven pedals in his first nine months of business, Wilson shows no signs of slowing down. The new line of pedals will be released at The NAMM Show in Anaheim, California this January. BIG EAR n.y.c. plans to build a mini-showroom to showcase the look, sound, and vibe of their products. Here’s where your contributions will go:

* R+D, and prototyping of FIVE new pedals
* Fulfilling PledgeMusic “Exclusives”
* Rental of Guitars, Amps, Accessories
* 10x10 NAMM booth rental
* Booth facade, Carpet, Decorations
* Van rental, Gas, Hotels

10% of all contributions will be donated to Autism Speaks, a charitable organization that has supported Wilson in the past.

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Located in Greenpoint, Brooklyn, BIG EAR n.y.c. is a modern boutique company that specializes in the production of high-end electronic audio processors. Before launching the company, founder Grant Wilson paid his dues behind a drum kit – performing in bands and touring the U.S. His idea for BIG EAR n.y.c. became a reality in 2013 when Wilson, along with design-engineer Dr. Joe Anastasio, finished the prototypes for his flagship product, the LOAF.