



**GRETSCH GUITAR AUTOGRAPHED BY SUGARLAND TO BE AUCTIONED ON EBAY®
BEGINNING JUNE 23, 2010**

PROCEEDS TO BE USED IN EDUCATIONAL OUTREACH BY ATHFEST, INC.

ATHENS, GA—June 21 2010--On June 23, 2010, **AthFest, Inc.**, will start an auction on eBay® for a **Gretsch Hollow Bodied Electric G6120SSLVO Brian Setzer Signature Nashville Guitar** (Light Vintage Maple Stain) that has been signed by members of Atlanta-based country superstars **SUGARLAND**. It comes complete with a new deluxe case. The manufacturer's suggested pre-signed retail price is \$4,425.00.

The guitar will be sold on eBay® to the highest bidder at the online auction site beginning on June 23rd, 2010 and ending on June 30th, 2010.

This guitar was donated to AthFest, Inc., by the **Gretsch Foundation**. Gretsch, who recently celebrated its 125th anniversary as a guitar maker, is based in Savannah, GA, and has a foundation that donates guitars decorated or signed by musicians which are later sold to raise funds for music and arts education programs. More information may be found at www.gretschguitars.com.

For the past two years the Gretsch Foundation has donated guitars that have been signed by the members of **R.E.M.**, **Widespread Panic**, and **Drive-By Truckers**. So far, close to **\$20,000** has been raised to support AthFest, Inc.'s, year-round educational programs: **AthFest AfterSchool**, **AthFest InSchool** and **Keys for Kids**. The mission of the programs is to educate young people about music and arts, bringing musicians and music business leaders into local schools to make presentations to classes and to mentor those who are interested in music careers.

Since 1997, AthFest, Inc., a 501(c)(3) non-profit corporation, has organized AthFest, a highly acclaimed annual festival, which presents close to 200 bands and artists, a juried artisan market, KIDSFest, film events, and much more.

This program is supported in part by the Grassroots Arts Program of the Georgia Council for the Arts through an appropriation of the Georgia General Assembly in partnership with the Madison-Morgan Cultural Center.

For more information on this auction, please contact auction@athfest.com or 706-548-1973
For more information on Gretsch, please contact Janet Townsend jstownsend1@msn.com

For a high-res photo of the guitar and more information on AthFest visit www.athfest.com or contact michelle@michelleroche.com 706-353-3244