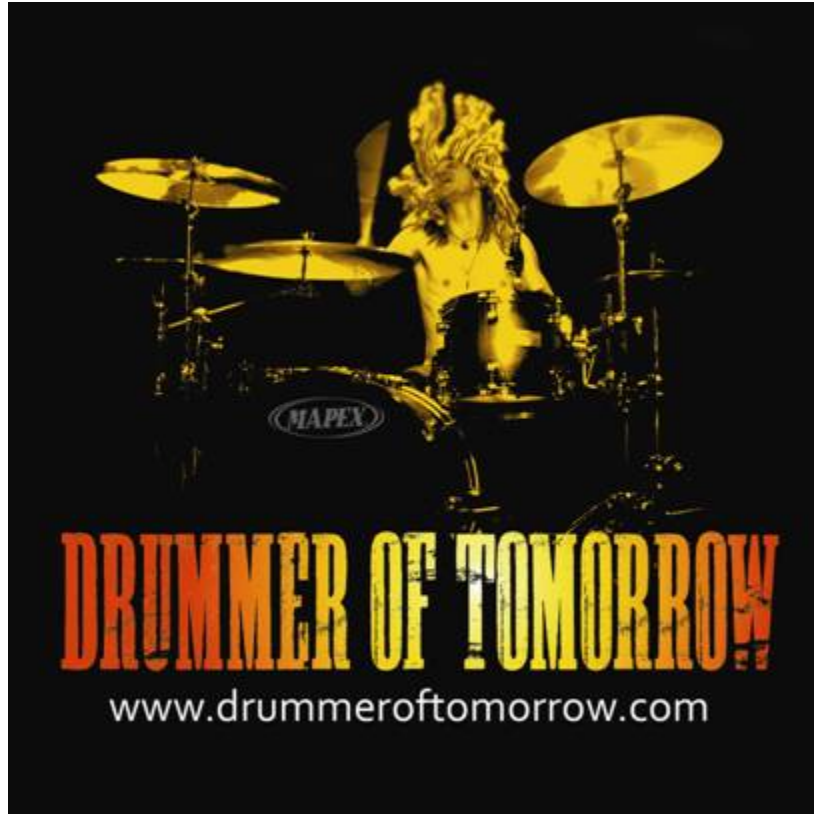


For Immediate Release  
August 22<sup>nd</sup>, 2011

**Mapex Drums' DRUMMER OF TOMORROW Contest –  
Quarterfinalist Winners Chosen by Mapex All-Star Judges Panel  
Including Chris Pennie, Derico Watson, Mark Bennett & More!**



Mapex Drums' **DRUMMER OF TOMORROW** contest has closed its first elimination round, and 16 quarterfinalists have risen above the rest! With over 6,100 registered users, 1,277 videos uploaded and 500 entries approved from drummers ranging from ages 14 to 66, an elite 15 drummers were hand-picked by a Mapex artist judging panel including Coheed & Cambria's Chris Pennie, Derico Watson, Mark Bennett, and Mapex Staff Joe Hibbs (Artist Relations Manager) and Mike Robinson (Director of Marketing), with one other winner chosen by the [www.DrummerofTomorrow.com](http://www.DrummerofTomorrow.com) viewers due to having the most votes during the voting period. During the submission process, the **DRUMMER OF TOMORROW** submissions garnered over 17,200 consumer comments, over 5,000 views on the official YouTube channel, and over 10,000 additional fans on Facebook.

The quarterfinalists' styles run the gamut, from Gospel to Metal and Rock to Latin. The eclectic mix of winners will be sent to Nashville, TN in mid-September to film a second entry in a professional studio. Voting for the quarterfinalists will be conducted once more on the [www.DrummerofTomorrow.com](http://www.DrummerofTomorrow.com) website in early October in preparation for the Semifinal to be held in two separate locations during the annual Big Beat – Donn

Bennett's Drum Studio, just outside Seattle, WA and Resurrection Drum, just outside of Miami, FL. Mapex Drums is sending out Flip digital video cameras to each of the quarterfinalists so they can help create a more personalized entry by interviewing friends, family, bandmates and even their local drum shop. This footage will be added to their quarterfinal performance video for a complete entry.

The **DRUMMER OF TOMORROW** contest is pleased to announce the Under-18 winner, London Rowland. He wins a six-piece Meridian Maple drum kit complete with hardware. London is the Under-18 entrant with the most overall votes through the contest submission period, and his winning video is currently the spotlight video on the **DRUMMER OF TOMORROW** home page.

The local drum shops with the most referrals to the contest span the entire country, and include Donn Bennett Drum Studio (Bellevue, WA), Columbus Pro Percussion (Columbus, OH), Ritchie's Music Center (Rockaway, NJ), Backbeats Drum (Salt Lake City, UT), Big Apple Music (New Hartford, NY), Long Island Drum Center (New York) and Ray Fransen's Drum Center (Kenner, LA).

The winners of the **DRUMMER OF TOMORROW** contest will be entered to receive over \$50,000 in prizes and drum gear. Prizes include drum sets from **Mapex Drums**, cymbals from **Zildjian**, drumheads from **Remo**, drum sticks from **Vic Firth** and songbooks from **Alfred Music Publishing**. In addition, the top winner will win an Artist Endorsement Contract from Mapex Drums, and will appear on the company's official Artist Roster.

The **DRUMMER OF TOMORROW** United States contest began the first of several elimination rounds on June 1<sup>st</sup>, 2011, and will continue through 2012, culminating at the Musik Messe show in Frankfurt, Germany. United States entries are now closed. As winners advance through the contest, they will be flown to various locales to perform.

Destinations include a studio in Nashville, Tennessee, the 2012 Winter NAMM Show in Anaheim, California, and the 2012 Musikmesse show in Germany.

For more information, please visit [www.DrummerofTomorrow.com](http://www.DrummerofTomorrow.com).

For press inquiries and additional information, please contact Adrenaline PR and Maria Ferrero at 732-462-4262 or [maria@adrenalinepr.com](mailto:maria@adrenalinepr.com).

###