

**The Guitar Center Music Foundation collaborates with Jerry Garcia Music Arts on new JG Bear collectible items to raise funds for arts and music education**

“JG Bear” organic teddy bears, produced by Bears for Humanity, and organic adult T-shirts feature original art created by Jerry Garcia.

**WESTLAKE VILLAGE, Calif., March 25, 2022 —** The [Guitar Center Music Foundation](http://guitarcenterfoundation.org/), a nonprofit organization focused on granting instruments to music education and music therapy organizations, has collaborated with [Jerry Garcia Music Arts](https://www.jerrygarciamusicarts.com/) (JGMA) and [Bears for Humanity](https://www.bearsforhumanity.com/pages/mission) to offer new collectable items to generate funds for arts and music education programs. Each item’s design contains iconic original art created by legendary musician Jerry Garcia of the Grateful Dead.

Bears for Humanity is a nonprofit organization that creates “plushies with a purpose.” The new collectible “JG Bear” teddy bears are certified organic, non-toxic and Fair Trade. As a non-profit and World Fair Trade Organization member, Bears for Humanity is revolutionizing the toy industry by creating safe and sustainable plush toys. Their buy-one give-one model provides cuddly teddy bears to children in need, all while protecting our planet. Bears for Humanity created 1,500 limited-edition collectible organic teddy bears for this project. The JG Bear teddy bears are free from any petroleum-derived plastic components.

“We commend Guitar Center Music Foundation and Jerry Garcia Music Arts for creating this beautiful collectible in the right way. They are honoring Jerry Garcia’s legacy by creating memorabilia that has a positive, rather than harmful, impact on the planet,” said Renju Prathap, Bears for Humanity co-founder.

Additionally, 1,000 organic cotton T-shirts, which are identical to the T-shirt that the JG Bear wears, are now available. Both the JG Bear and the T-shirt feature an image of Garcia’s pen and ink sketch titled “Mandolin Player.” “Mandolin Player” is one of many original fine art pieces created by the virtuoso.

Fifty percent of net proceeds will go toward The Guitar Center Music Foundation’s mission of supporting music education and therapy programs.

Garcia is most recognized for his signature sound as the lead guitarist of the Grateful Dead, but he was also a philanthropist who actively contributed his talents to preserving the planet’s rainforests and coral reefs. His creative vision continues to serve the community and inspire new generations.

“It is an honor to work with the Guitar Center Music Foundation and Bears for Humanity on this project. My father always encouraged aspiring artists to follow their dreams. The music education programs supported by this project will provide children with some creative tools to help them realize their dreams,” said Keelin Garcia, Jerry Garcia’s youngest daughter, Guitar Center Music Foundation [Advisory Board](http://guitarcenterfoundation.org/who-we-are/advisory-board-2/) member and Creative Director at JGMA.

The limited-edition JG Bear teddy bears and t-shirts are both available online at the Guitar Center website:

* JG Bear teddy bears: <https://www.guitarcenter.com/Bears-for-Humanity/Jerry-Garcia-Bear-Limited-Edition-Mandolin-Player-1500000359994.gc>
* JG “Mandolin” t-shirts: <https://www.guitarcenter.com/Bears-for-Humanity/JG-Limited-Edition-Mandolin-Player-T-shirt-X-Large-White-1500000363715.gc>

Both are also available at 100 select Guitar Center locations. Each item is available for $29.99.

On March 25, the JG Bear and Garcia’s visual art will be featured at a launch concert performed by [Rainbow Full of Sound at The Colony in Woodstock, NY](https://www.eventbrite.com/e/rainbow-full-of-sound-europe-72-celebrating-the-50th-anniversary-tickets-273011583997).

To learn more, visit <http://www.GuitarCenterFoundation.org>, or follow @GiveMusicLife on Twitter for more news or to discover ways to support The Guitar Center Music Foundation.

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Photo file 1: JGBear.JPG

Photo caption 1: The new “JG Bear” organic teddy bear

Photo file 2: JerryGarcia\_PhotoByMalcolmLeo.JPG

Photo caption 2: Jerry Garcia. Photo by Malcolm Leo.

Photo file 3: Mandolin\_Player.JPG

Photo caption 3: “Mandolin Player” artwork by Jerry Garcia

ABOUT [JERRY GARCIA MUSIC ARTS](https://www.jerrygarciamusicarts.com/)

Jerry Garcia Music Arts is a mission-based company inspired by the legendary musician and artist, Jerry Garcia. The environmentally conscious company embraces the idea that art and music bring great healing to the world.

Jerry Garcia Music Arts is allocating 50% of net proceeds from the JG Bear project to benefit The Guitar Center Music Foundation.

ABOUT [BEARS FOR HUMANITY](https://www.bearsforhumanity.com/pages/mission)

Bears for Humanity’s mission is to manufacture safe and eco-friendly organic products, protect our environment, create fair living wage jobs, and give back to causes for children, animals, and the environment. It was the first company in the world to create an organic cotton sherpa fur and has continuously innovated to create safe, non-toxic toys for children. Bears for Humanity is a non-profit organization and through its buy one give one model, it provides plush toys to children in need across the United States. To purchase an organic plush or to get a quote for custom manufacturing, visit <https://www.bearsforhumanity.com/>.

ABOUT THE GUITAR CENTER MUSIC FOUNDATION

The Guitar Center Music Foundation was founded as a 501(c)(3) in 2005. Since its inception, the foundation has placed instruments in the hands of over 300,000 people nationwide through grants to qualifying music education and music therapy programs. The foundation’s mission is to support music education programs nationally by providing those in need with instruments and by advocating for the benefits of music education and music therapy. For more information about The Guitar Center Music Foundation, please visit <http://guitarcenterfoundation.org/>.

ABOUT THE GUITAR CENTER

The Guitar Center is a leading retailer of musical instruments, lessons, repairs and rentals in the United States. With nearly 300 stores across the country and as one of the top direct sales websites in the industry, the Guitar Center has helped people make music for more than 50 years. The Guitar Center also provides customers with musician-based services, including lessons where musicians of all ages and skill levels can learn to play instruments in many musical genres. The Guitar Center also offers an on-site maintenance and repairs service called GC Repairs and GC Rentals, a program offering easy rentals of instruments and other sound reinforcement gear. The Guitar Center’s sister brands include Music & Arts, which operates more than 200 stores specializing in band and orchestral instruments for sale and rental, serving teachers, band directors, college professors and students. Another sister company, Musician’s Friend, is a leading direct marketer of musical instruments in the United States. For more information about Guitar Center, please visit [www.guitarcenter.com](http://www.guitarcenter.com).

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