



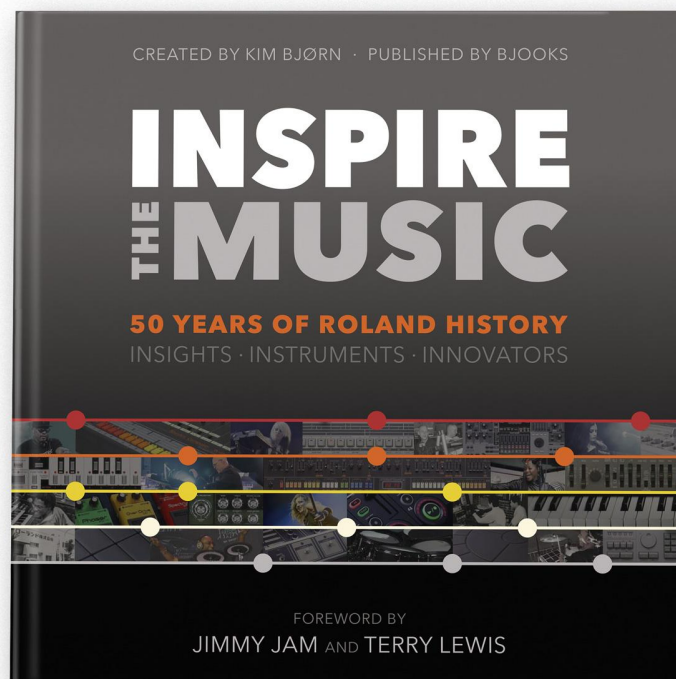
## PRESS RELEASE

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### **Bjooks Celebrates 808 Day with Roland Book Giveaway**

*Celebrate the iconic Roland TR-808 drum machine with a one-day-only giveaway of **INSPIRE THE MUSIC, 50 YEARS OF ROLAND HISTORY** for new PATCH & TWEAK Club Yearly Pro members*

**Copenhagen, August 8, 2025—** Bjooks, the publisher behind the acclaimed PATCH & TWEAK series, is hosting an exclusive 808 Day celebration on August 8, 2025—honoring the legendary Roland TR-808 drum machine.



### **The Offer**

**For one day only**, new PATCH & TWEAK Club subscribers who sign up on **August 8, 2025**, with the Yearly **Pro** membership will receive a free hardcover copy of [\*\*INSPIRE THE MUSIC, 50 YEARS OF ROLAND HISTORY\*\*](#), the definitive 400-page book chronicling 50 years of Roland innovation. Subscribers just pay shipping—Bjooks covers the rest.

Originally released to commemorate Roland's 50th anniversary, **INSPIRE THE MUSIC** features:

- 60+ feature articles spanning five decades of innovation
- 90+ interviews with iconic artists and engineers



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- Hundreds of iconic Roland instruments, including deep dives into the TR-808, TB-303, JUPITER synths, and more
- Foreword by Jimmy Jam & Terry Lewis
- Beautifully designed, eco-certified hardcover (25 × 25 cm / 9.8" × 9.8")

"Roland's instruments—especially the TR-808—are more than machines. They're cultural icons that changed music making forever," said Kim Bjørn, founder of Bjooks. "We're thrilled to celebrate 808 Day by giving readers and creators a deeper look at Roland's rich history and legacy."



The [PATCH & TWEAK Club Pro membership](#) is designed for synth enthusiasts, educators, and curious creators who want to go deeper into sound and synthesis. For €99/year (an 18% discount), Pro members get *everything* in the Core tier (full access to all Bjooks e-books), plus weekly drops of new content, and a growing library of exclusive features. These include creative patch tips and tutorials, in-depth articles on synthesis techniques, interviews with artists and instrument makers, and regular podcast episodes. Members can also explore bonus book content, behind-the-scenes photo galleries, and take part in community discussions. Additional



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features coming soon: short video documentaries and walkthroughs of iconic book patches—perfect for learning by watching and doing.

### **The PATCH & TWEAK Club Hosts 808 Celebration**

In addition to the giveaway, Bjooks is marking the occasion with a mini “808 Day Celebration” on its website, [patchandtweak.com](https://patchandtweak.com), featuring:

- Free curated articles celebrating Roland’s TR-808
- A look at the TR-808’s impact across decades and genres
- A **sneak peek** at an upcoming announcement from Bjooks

Whether you're a longtime synth enthusiast, a beatmaker, or just discovering the world of Roland, *808 Day* is your chance to dive into the stories, sounds, and innovators that defined electronic music.

Visit [patchandtweak.com/808-day-2025-celebration](https://patchandtweak.com/808-day-2025-celebration) on **August 8th** to join the celebration and claim your free copy of *INSPIRE THE MUSIC* with a **Pro** subscription.

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