

● RAW POWER

# Think pink!

Twisted Sister's Jay Jay French unites music industry rivals for disease awareness fundraiser.

**THIS DAZZLING PINK** guitar and amplifier are just part of a collection put together by Twisted Sister's Jay Jay French in an effort to raise funds and boost awareness of a degenerative disease that has caused the diminishing eyesight of his daughter Samantha (see box, right).

French used all his music business contacts, determination and guile to put together the collection, which he calls the Pinkburst Project, even managing to persuade rival instrument manufacturers to bury their differences and collude for the good of the project.

"People have said that if I could do this, maybe I should go to Israel and sort out their grievances," French quips. "Believe me, it took some crazy shit. Gibson and Fender have sued one another. There have been writs between Gibson and Paul Reid Smith. Fender have sued about 30 other companies. What chance did I have of succeeding? But, in all walks of life, sometimes people will stop being jerks for a while and put aside their competitive streak for a higher reason."

And, incredibly, that's what happened – but not without moments of potential failure. "Look, Ford won't tell General Motors: 'Here's the colour formula for the paint we use on this particular model [of car].'" French says. "They will say: 'You want the paint? You go fucking figure it out.'"

And yet somehow French created not only his range of custom guitars, but also a set of colour-matched amplifiers and speaker cabinets. They will be auctioned off in Boston, Massachusetts, on May 1, two days after Twisted Sister perform a special benefit gig in New York's Times Square. French, Dee Snider and company will also be appearing at this summer's Download festival on June 11.

*For more information on the Pinkburst Project go to [www.pinkburstproject.org](http://www.pinkburstproject.org)*

## WHAT IS UVEITIS? Jay French on the disease, and reasons for his involvement.

Uveitis is a disease which affects approximately 30,000 children across the globe. For reasons yet to be ascertained, they are mainly females. "The best way that I can explain uveitis is that it's arthritis of the eye," says Jay French. "Without a doubt, Samantha would be blind today had I not been able to chase down the drugs to control this disease. Even so, it makes her susceptible to other ailments. The existing drugs are extremely expensive and not even meant to combat the condition. The bottom line is simple: if you have a daughter and she is diagnosed early enough, you can save her sight. If you don't, you won't. That's the message I'm trying to get across."

Gibson meets Marshall, and there's more pink than in Twisted Sister's make-up box.