

Audio-Technica Partners with Hungry for Music to Celebrate AT2020 Microphone Sales Milestone

Donation by Audio-Technica will help put instruments into the hands of disadvantaged children



Japanese audio equipment manufacturer Audio-Technica, a leading innovator in transducer technology for over 50 years, is celebrating one million sales of its iconic AT2020 cardioid condenser microphone by donating one million yen to Hungry for Music, a nonprofit organization dedicated to expanding opportunities in music for children. Since 1994, Hungry for Music has provided thousands of musical

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instruments to children in 32 countries who might otherwise have been unable to participate in music lessons and programs.

The donation by A-T is a fitting one, as the AT2020 cardioid condenser was the first side-address microphone affordably priced to provide professional-quality sound for all – greatly expanding access to the technology of sound creation and ushering in a golden age for the home studio. And in the two decades since, creators of all stripes – musicians, streamers, podcasters, et al. – have depended on, and been smitten by, the clean articulation and intelligibility of the microphone’s sound, its rugged design, and reliable performance as it brought so many artistic visions to life.

“For nearly 20 years, the AT2020 has been a springboard for creators everywhere,” notes Audio-Technica U.S. President and CEO Manabu Aoki. “With our donation to Hungry for Music, we hope to provide a similar boost to the creative expression of disadvantaged youth. By eliminating the economic barriers to learning an instrument, Hungry for Music makes it possible for more children to share in the joy of music-making, and we’re proud to support the organization in those efforts.”

In addition to the donation, A-T is celebrating the success of the AT2020 by giving away one exclusive 24-karat gold-plated version of the microphone in each of its global sales areas. Residents of the U.S. and Canada 18 years of age and older are invited to register for the giveaway at the company’s website.

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