



FOR IMMEDIATE RELEASE

Guitar Center Opens in West Springfield, Massachusetts

The new location gives West Springfield residents a one-stop shop for all of their music needs, from instruments and on-site lessons to guitar repairs and rental services

West Springfield, MA (June 2, 2016) – Guitar Center, the world's largest instrument retailer, announced today the opening of its newest location, a state-of-the-art, 12,000 square foot facility at **935 Riverdale St. in West Springfield, MA**. The new location offers musicians and music lovers of Western Massachusetts an ample assortment of products and services to meet all of their music related needs.

The new West Springfield store will feature modern showrooms equipped with the latest products for musicians — from guitars, amplifiers, percussion instruments and keyboards to live sound, DJ, lighting and recording equipment. Customer services include [Guitar Center Lessons](#), an in-house, state-of-the-art music academy for players of all ages and skill levels, [GC Repairs](#), an on-site maintenance and repairs service, [GC Rentals](#), easy rentals of instruments and other gear, and [Guitar Center Workshops](#), offering free introductory classes and instruction on guitar, ukulele, and recording.

Guitar Center West Springfield Store and Lessons Hours:

Monday – Friday	10am - 9pm
Saturday	10am - 8pm
Sunday	11am - 7pm

West Springfield shoppers are also able to enjoy Guitar Center's multi-channel "endless aisle," which gives customers the ability to combine in-store, online and phone options to purchase music equipment from anywhere.

About Guitar Center:

Guitar Center is the world's largest retailer of guitars, amplifiers, drums, keyboards, recording, live sound, DJ, and lighting equipment. With more than 270 stores across the U.S. and one of the top direct sales websites in the industry, Guitar Center has helped people make music for more than 50 years. In addition, Guitar Center's sister brands include Music & Arts, which operates more than 120 stores specializing in band & orchestral instruments for sale and rental, serving teachers, band directors, college professors and students, and Musician's Friend, a leading direct marketer of musical instruments in the United States. With an unrivaled in-store experience, an industry-leading online presence and passionate commitment to making gear easy-to-buy, Guitar Center is all about enabling musicians and non-musicians alike to experience the almost indescribable joy that comes from playing an instrument. For more information about Guitar Center, please visit www.guitarcenter.com.

You can visit our press room at <http://www.guitarcenter.com/pages/press-room>, and send media inquiries to media@guitarcenter.com.

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