



FOR IMMEDIATE RELEASE

Guitar Center Opens in Orem, Utah

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

Orem, UT (June 30, 2016) – Guitar Center, the world’s largest instrument retailer, announced today the opening of its newest location, a state-of-the-art, 8,843 square foot facility at **64 E. 1300 South in Orem, UT**. The new location offers musicians and music lovers of Utah County an ample assortment of products and services to meet all of their music related needs.

The new Orem 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 Orem Store and Lessons Hours:

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

Orem 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 unrivalled 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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