



## ***Guitar Center Collaborates with A Collection Of Headlining Musicians On The Release Of Inspirational Videos to Encourage Musicians to Make Music This Holiday Season***

*Guitar Center's new video campaign features GRAMMY® Award-winner H.E.R. on November 5 followed by 25 inspirational videos from artists across genres and instruments through December 25*

**Westlake Village, CA** (November 5, 2020) – Guitar Center, the world's largest musical instrument retailer, has enlisted the support of highly revered musicians from all corners of the music community with unique sounds and voices to launch its new inspirational "Make Music" campaign. The campaign features a series of 25 artist videos released on GuitarCenter.com and its YouTube channel starting Thursday, November 5 through Thursday, December 24. The campaign spotlights a combination of legendary artists, innovative producers, and rising musicians discussing the driving forces behind their creativity and why they make music.

Headlining the series is a video from GRAMMY® Award-winning R&B singer-songwriter and multi-instrumentalist H.E.R. Subsequent videos will feature a range of artists across all music genres, as well as exclusive musical content from a selection of groundbreaking artists.

"The past year has presented many challenges, but it is clear that the importance of music as a means of comfort has become more and more front-and-center," said Jeannine D'Addario, Guitar Center's Chief Marketing and Communications Officer. "With the 'Make Music' campaign, we wanted to get inside the minds of the artists that we all admire and hear from them on what music means to them. We hope that visitors to our website and subscribers to our YouTube channel find a lot of wisdom and joy in these videos leading up to the end of this very stressful, trying year. Every one of these artists has a different perspective, but there is a common thread across all of their testimonials: music is how they express themselves to the world, and it's an emotional release and a celebration."

In addition to showcasing musicians and music influencers on its social channels, Guitar Center is asking musicians of all skill levels to share why they make music by creating a video and posting it to social media using the hashtag **#WhyWeMakeMusic**. For more information visit, [www.guitarcenter.com/Why-We-Make-Music.gc](http://www.guitarcenter.com/Why-We-Make-Music.gc)

According to H.E.R., "Music is everything, and it's a language everybody speaks" she states in the campaign video. "Growing up my dad had a cover band when I was a little girl, and they would rehearse in our living room. My playlist goes from N.W.A. to Sly & the Family Stone to Soundgarden, Foo Fighters, Coldplay, Carlos Santana, Prince, Lauryn Hill, Jimi Hendrix. It all inspires me to make it my own and have fun with it."

Click [here](#) to watch the first video in the series of H.E.R discussing the passion and inspiration behind the music she makes music.

Additionally, H.E.R. recently made history being the first female African American artist with a Fender Signature Stratocaster®. This beautiful guitar features an alder body with a traditional tonewood finished in a stunning new iridescent color and is available now in-store and online at [GuitarCenter.com](http://GuitarCenter.com).

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**Photo file:** DA\_101320\_Guitar\_Center\_HER\_Interview\_224\_R2.jpg

**Photo caption:** GRAMMY® Award-winning R&B singer-songwriter and multi-instrumentalist H.E.R. discusses the driving forces behind her music with her signature Fender Stratocaster® in Guitar Center's new Make Music holiday video campaign, which launched Thursday, November 5, 2020.

**About H.E.R.:**

H.E.R. (Having Everything Revealed) is a singer-songwriter whose career balances massive commercial success with a characteristically enigmatic relation to the limelight. After initially debuting the mysterious persona on *H.E.R.*, the widely-acclaimed eponymous debut won Best R&B Album at the 61st Grammy® Awards and H.E.R.'s smash-hit "Best Part" won a Grammy Award for Best R&B Performance. Owing to her versatility as an artist with over 7.5 billion combined audio and streams worldwide, H.E.R. has made charting hits with artists ranging from Ed Sheeran to YG to Jhené Aiko, and toured alongside Chris Brown, Childish Gambino and Bryson Tiller, in addition to creating her very own Lights On festival.

**About Guitar Center:**

Guitar Center is a leading retailer of musical instruments, lessons, repairs and rentals in the U.S. With nearly 300 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. Guitar Center also provides customers with various musician-based services, including Guitar Center Lessons, where musicians of all ages and skill levels can learn to play a variety of instruments in many music genres; GC Repairs, an on-site maintenance and repairs service; and GC Rentals, a program offering easy rentals of instruments and other sound reinforcement gear. Additionally, Guitar Center's sister brands include Music & Arts, which operates more than 200 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. For more information about Guitar Center, please visit [www.guitarcenter.com](http://www.guitarcenter.com).

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