



## **Guitar Center Celebrates Store Grand Opening in Anchorage, Alaska**

*Opening of new location – only Guitar Center’s second retail store outside of the “lower 48” – exemplifies company’s ongoing plans for growth and long-term expansion*

**Westlake Village, CA** (June 28, 2019) – Guitar Center, the world’s largest musical instrument retailer, celebrates the opening of its latest retail location – a 16,000-square-foot facility in Anchorage, Alaska (2880 Seward Highway, Anchorage, AK 99503). The store offers an expansive set of services and gear to serve the music needs of the Anchorage community. The grand opening took place on **Thursday, June 27, 2019**. Following the recent Guitar Center store opening in Pearl City, Hawaii, the Alaska store opening marks a major milestone for Guitar Center as the second store opening outside of the “lower 48” contiguous U.S. states.

“We’ve had our sights on Alaska for many years, and we’re proud to finally make our dream a reality with a massive state-of-the-art music retail destination to serve musicians in Anchorage,” stated Wayne Colwell, EVP of Store Operations at Guitar Center. “We know that local musicians want access to not only Guitar Center’s extensive inventory, but all of the other services that we offer, including repairs, workshops, rentals, lessons and more. We’re excited and looking forward to serving this rich community of musicians that reside in Anchorage and the surrounding areas.”

Additionally, the Dimond High School Band performed and was presented with a grant of instruments including guitars, a Mitchell 5-stringed bass, amps, ukuleles and various accessories all donated by the Guitar Center Music Foundation.

The new Anchorage store features modern showrooms equipped with the latest products for musicians — from guitars, amplifiers, percussion instruments and keyboards to live sound, DJ, lighting and recording equipment. In-store services include:

- **Guitar Center Lessons**, a convenient and affordable music education experience for players of all ages and skill levels, offering students the opportunity to learn to play the music they love
- **Guitar Center Repairs**, an on-site maintenance and repairs service
- **Guitar Center Rentals**, providing easy rentals of instruments and other gear

Anchorage 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.

### **Guitar Center Anchorage store and studio hours:**

Monday – Friday	10:00 a.m. – 9:00 p.m.
Saturday	10:00 a.m. – 9:00 p.m.
Sunday	11:00 a.m. – 7:00 p.m.

### **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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