



## **Guitar Center Celebrates Store Grand Opening in North Myrtle Beach, South Carolina**

*New location offers services to meet any music-related needs, from onsite lessons and free workshops to repairs and more*

**Westlake Village, CA** (May 21, 2019) – Guitar Center, the world’s largest musical instrument retailer, celebrates the opening of its latest retail location – a 10,000-square-foot facility in North Myrtle Beach, South Carolina (1240 Hwy 17 N, North Myrtle Beach, SC 29582). The store offers an expansive set of services and gear to serve the music needs of the North Myrtle Beach community. The grand opening took place on **Thursday, May 16, 2019**. It is the fourth of six planned GC grand openings in 2019.

The new North Myrtle Beach 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**, an in-house, state-of-the-art music academy for players of all ages and skill levels
- **Guitar Center Repairs**, an on-site maintenance and repairs service
- **Guitar Center Rentals**, providing easy rentals of instruments and other gear
- **Guitar Center Workshops**, offering free introductory classes and instruction on guitar, ukulele, and recording

North Myrtle Beach 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.

Michael Rismiller, N. Myrtle Beach Guitar Center Store Manager, stated, “Our mission at Guitar Center has always been to create more music-makers in the world, and we look forward to welcoming and further growing the local music community in North Myrtle Beach. We invite everyone to come on in and take a lesson with us! Whether you’re a beginner, just starting out or more advanced, we have top instructors and state-of-the-art lessons facilities to support you on every step of your musical journey.”

### **Guitar Center North Myrtle Beach 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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