



**GUITAR CENTER & D'ADDARIO FOUNDATION LAUNCH FUNDRAISER
ON INTERNATIONAL WOMEN'S DAY 2019
TO ENSURE MORE GIRLS HAVE ACCESS TO MUSIC EDUCATION**

WESTLAKE VILLAGE, CA (March 6, 2019) – As a result of a successful partnership in 2018, [Guitar Center](#), the world's largest musical instrument retailer, and [D'Addario](#), the world's largest manufacturer of musical instrument accessories, will launch a fundraising campaign for the second year in a row to raise funds to support the advancement of girls in music this Friday, March 8, 2019 on International Women's Day.

In 2018, the two companies raised \$30,000, which was donated to the D'Addario Foundation's [Music Education for Girls Initiative](#), which provides young women with the resources they need to study music, as well as the support needed for personal and professional music education growth. This vital support not only serves to motivate girls to continue playing, but also to nurture girls through their educational journey.

This year, 50 percent of the proceeds from all D'Addario products sold at a Guitar Center retail store or online at www.guitarcenter.com on March 8, 2019 will be donated to the D'Addario Foundation's *Music Education for Girls Initiative*.

To support the *Music Education for Girls Initiative* and to learn more about the D'Addario Foundation, visit ddar.io/donate.

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About the D'Addario Foundation: The D'Addario Foundation bridges the gap in our education system to bring access to quality music education programs providing free or very affordable instruments and instruction. Believing that music is part of well-rounded education, D'Addario invests in programs planted in local communities, dedicated to making a long-term impact. Foundation-supported programs emphasize mentoring that builds leadership skills. The D'Addario Foundation has dedicated millions of dollars over the last 30 years, making it possible for countless children to have a meaningful music education. For more information go to daddariofoundation.org.

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.

D'Addario & Company, Inc.

D'Addario is the world's largest manufacturer of musical instrument accessories, marketed under several product brands: D'Addario Fretted, D'Addario Orchestral, D'Addario Woodwinds, Promark Drumsticks, Evans Drumheads, and Puresound Snare Wires. A family-owned and operated business with roots dating back to the 17th century, D'Addario now has over 1,100 employees worldwide, and manufactures 95% of its products in the U.S. while utilizing Toyota's Lean manufacturing principles. D'Addario musical accessories are distributed in 120 countries, serve more than 3,300 U.S. retailers, all major e-commerce sites, and are the preferred choice of musicians worldwide such as, Keith Urban, Zak Brown, Brandi Carlile, Dave Matthews, Gary Clark Jr., Chris Thile, Ry Cooder, Joe Satriani, Julia Fischer, Anderson .Paak, Kacey Musgraves and more.

The D'Addario Foundation believes in the power of music to unlock creativity, boost self-confidence, and enhance academics. D'Addario also reinforces its role as a social and environmental leader with initiatives such as [Playback](#) and [PlayPlantPreserve](#).

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