



Guitar Center Changes its Tune to Focus on “The Do” with the Launch of The Hair Center

WESTLAKE VILLAGE, Calif. (April 1, 2021): As musicians, we bare our soul on stage, pouring our heart into every note, only to hear our friends say, “Hey, you *sounded* great, but what’s up with your hair?!”

At Guitar Center, we know performing for a live audience is one of the best feelings on earth and we believe you have the potential to look as good as you sound, night after night.

As part of our mission to help musicians find their sound as well as a new image, we’re introducing The Hair Center. From [Wig Racks](#) to [Hair Curlers](#), we’re your one-stop shop for stage-ready hair.

“We’re excited to announce the launch of ‘The Hair Center’ to help our customers take their performances to the next level,” says Ron Japinga, CEO and President of Guitar Center. “Comb on down and get the latest gear and accessories to get your rock & *faux-hawk* on – all in one convenient spot.”

Starting today, shop our vast selection for pumped up strands – and gear – [here](#). From Rock to Blues, Hip-Hop, Jazz or any other music genre, we can help you find the best hairdo to captivate audiences.

And, as a bonus, The Hair Center has also curated our favorite tips & tricks [here](#) to let your locks shine on stage with some unexpectedly multi-use gear.

**Happy April Fools’ Day...from The ~~Guitar~~ Hair Center!*

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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.

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