



## **Guitar Center Expands with Store Grand Openings in Savannah, Georgia, and Mayfield Heights, Ohio**

*These new locations mark GC's return to its grand opening itinerary, which was temporarily halted in 2020 due to the pandemic*

*Both stores offer services to meet any music-related needs, from the latest gear to onsite lessons and repairs and more; the Savannah location is a brand-new store, and the Mayfield Heights store is a relocation, notably adding GC Lessons services to the Mayfield Heights community*

**Westlake Village, CA** (November 5, 2021) – Guitar Center, the world's largest musical instrument retailer, announces a re-engagement of its expansion itinerary, which was put on hold during the height of the pandemic, with the grand openings of two new stores: a brand-new GC location in Savannah, Georgia, and a relocated store in Mayfield Heights, Ohio. Both stores marked their grand openings on Thursday, November 4, 2021. The announcement was made by Wayne Cowell, Guitar Center EVP of stores. These grand openings further underscore Guitar Center's ongoing expansion and its commitment to serving growing music communities across the country.

These new locations offer an expansive set of services and gear to serve the music needs of their communities. Notably, the opening of the new Mayfield Heights location adds Guitar Center Lessons services, while the Savannah store offers a Hands-on DJ Experience where shoppers can try their hand at modern DJ techniques using the latest gear. These services will be offered alongside repairs, rentals and more.

The Savannah store is a 13,920-square-foot facility, while the relocated Mayfield Heights store is a 15,078-square-foot facility – both feature modern showrooms equipped with the latest products for musicians — from guitars, amplifiers, percussion instruments and keyboards to live sound, DJ, lighting and recording equipment. Area 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.

"I'm pleased to announce our first store grand openings in over 18 months with the new Savannah and Mayfield Heights stores. I'm also excited to be able to celebrate these new stores with the music community in the area as they are designed to inspire and assist musicians with the gear and services they need to keep the music going," said Wayne Cowell, Guitar Center's EVP of Stores. "Holding an in-store event during a pandemic is a challenge, but the Mayfield Heights and Savannah Associate and Store teams were able to accomplish just that, by enacting strict safety protocols to keep our customers safe and healthy. I congratulate them on a job well done and a sincere thank you to our new friends and customers that made these store openings a success."

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**Find your sound**

**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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