



Guitar Center Partners with D'Addario for Guitar-A-Thon/Earth Day String Recycling Event at Locations Nationwide

Throughout Spring Guitar-a-Thon (April 14 – May 4), Guitar Center will offer complimentary premium replacement strings (D'Addario XS electric or acoustic, or NYXL bass) for musicians who bring in their guitars for Platinum Setup service

Westlake Village, CA (April 8, 2022) – As part of Spring Guitar-A-Thon 2022, and in celebration of Earth Day, Guitar Center, the world's largest musical instrument retailer, is partnering with D'Addario for a special event. From April 14 through May 4, at Guitar Center locations nationwide, any musician bringing in a guitar for a Platinum Setup will receive complimentary D'Addario premium replacement strings – either XS (electric/acoustic) or NYXL (bass) strings – as part of the guitar tune-up, with the old strings being recycled.

This event is part of D'Addario's, Playback, the world's first-string recycling program, as well as Guitar Center's year-round string recycling initiative, which has seen more than 1.9 million strings recycled since the program's inception – approximately 543,484 strings recycled in 2021 alone.

These efforts are accomplished with the help of global recycling organization TerraCycle, which specializes in handling hard-to-recycle materials. As musical instrument strings are not recyclable through local municipal recycling programs, an estimated 1.5 million pounds of instrument string metal is landfilled each year – material that could be recycled thanks to specialized organizations like TerraCycle.

"We have run Earth Day Weekend string recycling/replacement events in past years, and this year we decided to expand it through all of our Spring Guitar-A-Thon to give more musicians a chance to participate," stated Neil Potter, Guitar Center Director of Rentals and Repairs. "We thank everyone who continues to turn to their local Guitar Center locations for recycling their used strings all year long, and we thank D'Addario and TerraCycle for their role in this event. Recycling is always the right choice ecologically, and we encourage all guitarists to choose this option to do their part to help our planet. We are looking forward to serving our customers with Platinum Setups and new premium strings from D'Addario this Guitar-A-Thon."

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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.

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, Zac 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](#).

About TerraCycle

TerraCycle is an innovative waste management company with a mission to eliminate the idea of waste. Operating in 21 countries, TerraCycle partners with leading consumer product companies, retailers and cities to recycle products and packages, from dirty diapers to cigarette butts, that would otherwise end up being landfilled or incinerated. In addition, TerraCycle works with its partners to integrate hard to recycle waste streams, such as ocean plastic, into their products and packaging. Its reuse platform Loop gives consumers a way to shop for their favorite brands in durable, reusable packaging. TerraCycle has won over 200 awards for sustainability and was named #10 in Fortune magazine's list of 52 companies Changing the World. To learn more about TerraCycle or get involved in its recycling programs, please visit www.terracycle.com.

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