



## **Guitar Center Celebrates Grand Opening of New Store in Santa Maria, California**

*New location offers California's Central Coast musicians a change to get hands-on with the latest gear and take advantage of GC Lessons, Repairs and Rentals onsite services to meet any music-related needs*

**Westlake Village, CA** (June 24, 2022) – Guitar Center, the world's largest musical instrument retailer, celebrates the opening of its latest retail location – a 9,000-square-foot facility in Santa Maria, California (443 East Betteravia Road, Santa Maria, CA 93454). The store offers an expansive set of services and gear to serve the music needs of the Santa Maria community. The grand opening took place on **Thursday, June 23, 2022**. The opening of the Santa Maria store marks Guitar Center's third store grand opening in 2022 and represents part of the company's long-term growth strategy.

The new Santa Maria 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**, a convenient and affordable music education experience for players of all ages and skill levels, offering students the opportunity to learn to play the music they love
- **Guitar Center Repairs**, an on-site maintenance and repairs service
- **Guitar Center Rentals**, providing easy rentals of instruments and other gear
- **Hands-on DJ Experience**, where shoppers can try their hand at modern DJ techniques using the latest gear

Santa Maria 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.

Wayne Colwell, Executive Vice President of Stores at Guitar Center, stated, "We feel that our new location in Santa Maria is ideally located to serve and complement the already rich atmosphere of musicianship in California's Central Coast region. We're excited about the opportunity to create an immersive in-store experience that our customers will appreciate as we support them in their musical journey and help them to find their sound."

### **Guitar Center Santa Maria store and studio hours:**

Monday – Saturday	10:00 a.m. – 9:00 p.m.
Sunday	11:00 a.m. – 7:00 p.m.

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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 [guitarcenter.com](http://guitarcenter.com).

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