



Guitar Center Celebrates Grand Opening of New Store in Yakima, Washington

New location offers services to meet any music-related needs, from the latest gear to onsite lessons, repairs, rentals and more

Westlake Village, CA (January 31, 2022) – Guitar Center, the world’s largest musical instrument retailer, celebrates the opening of its latest retail location – a 10,800-square-foot facility in Yakima, Washington (2507 Main St., Union Gap, WA 98903). The store offers an expansive set of services and gear to serve the music needs of the Yakima community. The grand opening took place on **Thursday, January 20, 2022**. The opening of the Yakima store represents part of Guitar Center’s long-term growth strategy, and a continued re-engagement of Guitar Center’s grand opening itinerary, which was put on hold during the height of the pandemic but was resumed in late 2021.

The new Yakima 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

Yakima 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.

Guitar Center Yakima 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



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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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