



Guitar Center Celebrates Grand Opening of New Location in Grand Junction, Colorado

New store, located at Mesa Mall, offers Grand Junction-area musicians a chance to get hands-on with the latest gear and take advantage of Guitar Center Lessons, Repairs and Rentals services to meet any music-related needs

Westlake Village, CA (March 31, 2023) – Guitar Center, the world’s largest musical instrument retailer, celebrates the opening of its latest retail location, an 11,000+-square-foot facility in Grand Junction, Colorado (2434 US Hwy 6 & 50, Suite 76D, Grand Junction, CO 81505 at Mesa Mall). The store offers an expansive set of services and gear to serve the music needs of the Grand Junction community. The grand opening took place on **Thursday, March 30, 2023**. The Grand Junction store marks the second Guitar Center grand opening in 2023 (following the debut of the 300th store in Naples, FL, earlier this year) and the seventh location in Colorado overall.

The newly opened Grand Junction 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 electronic music experience**, where shoppers can try their hand at modern DJ techniques using the latest gear

Grand Junction 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 Grand Junction, CO 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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Photo file 1: GC_GrandJunction_Storefront.JPG

Photo caption 1: The exterior of the new Guitar Center location in Grand Junction, CO.

About Guitar Center:



Guitar Center is the leading retailer of musical instruments, lessons, repairs and rentals in the U.S. With more than 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 250 stores specializing in band & orchestral instruments for sale and rental, serving teachers, band directors, college professors, parents 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.

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