



Guitar Center Celebrates Grand Re-Opening of Newly Expanded Westlake Village Location

Celebration took place Thursday, April 11, through Sunday, April 14, with exclusive giveaways, DJ sets, deals on lessons and more throughout the weekend

The store, located at The Shoppes at Westlake Village, 30730 Russell Ranch Rd., Westlake Village, CA, has added 2,500 square feet of retail space, offering area musicians even more opportunities 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 (April 17, 2024) – Guitar Center, the world’s largest musical instrument retailer, celebrates the re-opening of its Westlake Village, CA retail location, situated at 30730 Russell Ranch Rd., Westlake Village, CA 91362 (at the Shoppes at Westlake Village). The newly renovated store has added 2,500 Sq. Ft. of retail space, and updated features at the store include the Platinum Room, expanded Acoustic Room, Recording Room, Pedal Table, Drum area, Keys area, Repairs area, and New Guitar Wall. The grand re-opening took place Thursday, April 11, through Sunday, April 14, allowing visitors to rediscover the store and explore new interactive features, increased inventory, and the updated store layout.

To celebrate the grand re-opening, GC Westlake Village was offering exclusive events and offers all weekend long. Visitors signing up for lessons got 25% off the first lesson and free registration, plus a free Epiphone electric guitar pack for the first 30 signups for a month of lessons. The main event took place on Saturday, April 13, featuring a live set from DJ/producer Val Fleury, who has spun for audiences around the world including parties and festivals such as Coachella, Miami Music Week, and The Roots Picnic and more. Visitors also enjoyed a free group guitar lesson with acclaimed singer-songwriter Adam Melchor, followed by a Q&A session and special performance.

Guitar Center Westlake Village store General Manager, Guy Murai noted, “We couldn’t be more excited to present the grand re-opening of our Westlake Village location. The weekend celebration was a real musicians homecoming, with old customers and new friends joining us to celebrate us being part of their musical lives. We look forward seeing our customers take advantage of all the expanded gear offerings and services we’ve added within our store.”

The Westlake Village store offers an expansive set of services and gear to serve the music needs of the community and 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, along with helpful support in-store from expert gear advisors.



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

Guitar Center Westlake Village store and studio hours:

Mon-Fri: 11am – 9 pm

Sat: 10am-9pm

Sun: 11am-7pm

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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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