



FOR IMMEDIATE RELEASE

Guitar Center Launches *Legends Play Here*™, a Brand Initiative Rooted in Music Culture and Artist Legacy

A new campaign inspired by the role Guitar Center has played in shaping generations of musicians, from first-time players to global icons

Westlake Village, CA, April 9, 2026 — Guitar Center today announced the launch of ***Legends Play Here*™**, a new brand initiative built around a truth that has defined the company for more than 60 years: Guitar Center has long been a home for emerging and legendary musicians to explore and find their sound in a welcoming, supportive environment. From a young Slash hanging out in the parking lot, to Adrian Young buying the drum kit that helped him land the No Doubt gig, to Tom Morello from Rage Against the Machine applying for a job, music legends have long played at Guitar Center.

Legends Play Here also signals an expanded role for the company and the brand in the music ecosystem. Guitar Center's legacy has always been providing epic musical gear and, more recently, teaching the next generation of musicians through its lessons program. Now, Guitar Center has expanded its mission to take a larger role in supporting its local musician customers in achieving national recognition through new national competitions and opportunities to be announced. It will also emphasize robust local store events centered around helping musicians find their own sound, for example masterclasses on guitar modification and building pedal boards.

"For over 60 years and across our 300 stores nationwide, virtually every music legend has spent time at Guitar Center," said Gabe Dalporto, CEO of Guitar Center. "***Legends Play Here*** is an authentic recognition of something that has always been true. From artists deep into their careers to those just starting out, Guitar Center has always been a core part of their journey."

The campaign comes to life in stores through updated displays, artist storytelling, and hands-on experiences designed to encourage exploration. Guitar Center is also expanding its in-store programming with more community-driven events, including clinics, jam sessions, and open mics, alongside artist-led programming and in-store experiences.

Beyond the store, ***Legends Play Here*** extends into a range of artist-driven experiences and large-scale opportunities for musicians. These efforts are designed to create more opportunities for musicians to develop, gain exposure, and access larger platforms at both local and national levels. This includes collaborations with Slash during Guitar-a-Thon, artist-led masterclasses with Smashing Pumpkins' Kiki Wong and Covet's Yvette Young, and the Guitar Center x Ernie Ball Battle of the Bands competition, which will culminate at Vans Warped Tour. Guitar Center will also return as the exclusive retail partner of the 2026 Crossroads Festival, featuring immersive gear showcases and on-site experiences throughout the weekend. Continuing its long-standing



tradition of honoring legends, Guitar Center will also induct an artist into its famed RockWalk during Crossroads 2026.

“Legends Play Here came together very naturally because it authentically reflects something that’s always been true about Guitar Center,” said Todd Lauer, SVP of Marketing at Guitar Center. “If we’ve done this right, musicians walk away feeling like this isn’t just where you buy gear, it’s where you belong.”

Legends Play Here is a call to action to move beyond selling gear and ensure everything Guitar Center does elevates musicians and supports their success.

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 nationwide and one of the top direct sales websites in the industry, Guitar Center has helped people make music for more than 60 years. Guitar Center provides a range of musician-based services, including Guitar Center Lessons for players of all ages and skill levels, GC Repairs, an on-site maintenance and repair service, and GC Rentals, offering easy access to instruments and gear. Guitar Center’s family of brands includes Music & Arts, which operates more than 250 stores specializing in band and 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. Guitar Center Business Solutions is the company’s commercial division, delivering professional audio, video, lighting and integrated technology solutions for businesses, institutions and creators nationwide through a portfolio of brands including AVDG (Audio Visual Design Group), GC Pro and Custom House at Guitar Center. The Guitar Center Music Foundation is a national nonprofit that expands access to music through instrument donations and support for communities in need.

Press Contact:

media@guitarcenter.com