



## **Guitar Center and Positive Grid hold meet-and-greet event with guitar virtuoso Steve Vai at its flagship Hollywood, CA store**

*Approximately 250 loyal fans got to meet Vai, and several walked away with their own Positive Grid Spark MINI Vai amplifiers signed by Vai himself.*

**Westlake Village, CA** (February 20, 2025) – Guitar Center, the world’s largest musical instrument retailer, recently held a meet-and-greet and autograph-signing event with guitar virtuoso Steve Vai. Held in partnership with Positive Grid, the event took place on Thursday, February 6, 2025, at Guitar Center’s flagship Hollywood store, and celebrated the recent launch of the Positive Grid Spark MINI Vai amplifier.

Approximately 250 fans attended, patiently waiting to meet Vai one-on-one. Multiple Positive Grid Spark MINI Vai amplifiers were available for purchase on site, and several lucky fans scooped them up, each of whom got them signed by Vai himself.

Check out a Positive Grid video reel recapping the event [here](#).

Spark MINI Vai is a special-edition portable guitar amp, custom-designed by Vai himself, complete with an exclusive burgundy weave cable and unique design elements. This amp fuses Steve’s signature tone and bold persona with the unmatched versatility of Spark MINI—perfectly crafted for wherever your music takes you. Vai remarks, “For me, this Spark MINI is an excellent portable practice amp. The four tones allow for inspirational playing, and I built these presets around my interests. The app allows for instant tweakage of any of the presets. I never travel without this little friend.”

###

### **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](http://guitarcenter.com).

**FOR MORE INFORMATION PLEASE CONTACT:**

Clyne Media | [pr@clynemedia.com](mailto:pr@clynemedia.com)

Guitar Center | [media@guitarcenter.com](mailto:media@guitarcenter.com)