



GUITAR CENTER AND MULTI-PLATINUM GRAMMY® AWARD WINNING ARTIST/DJ/PRODUCER ZEDD “PLAY IT FORWARD” WITH COVER ME PROGRAM

ANNOUNCEMENT HIGHLIGHTS:

- Winner will receive studio time and mentoring sessions, a meeting with Interscope Records, features with *Insomniac* and *DJ Mag*, new gear, \$10,000 cash and more
- One of Guitar Center’s many programs designed to support emerging musicians, *Cover Me* opens for submissions May 1st

Los Angeles, CA (May 4, 2015): Guitar Center has partnered with multi-platinum Grammy award-winning artist **Zedd** to present *Cover Me*, an artist discovery program offering aspiring musicians the chance to take their careers to the next level. The new program embodies Guitar Center and Zedd’s shared mission to “play it forward” by supporting emerging musicians and presenting undiscovered artists with a shot at their big break. *Guitar Center’s Cover Me* opened for submissions starting Friday, May 1st.

Unsigned artists across the country can submit their cover or remix of Zedd’s hit single [“I Want You to Know” featuring Selena Gomez](#), which spent four weeks at No. 1 on *Billboard’s* Hot Dance/Electronic Songs chart, at www.guitarcenter.com/zedd. Single Submissions will be ranked on their social media engagement and fan growth throughout the submission period and the top-ranked 150 artists will be reviewed by Zedd who will then handpick the winner. Guitar Center’s *Cover Me* winner will receive a career-altering opportunity including studio time, a meeting with Interscope Records, mentoring session with Blood Company management, a VIP experience at Nocturnal Wonderland Festival, features with *Insomniac* and *DJ Mag USA*, new gear and \$10,000 cash.

Watch Zedd discuss the program here: <https://youtu.be/uo1fQhMojnQ>

Guitar Center’s Cover Me ft. Zedd Winner Will Receive:

- Studio time with Zedd in Los Angeles, CA
- A mentoring session with Blood Company artist management
- A meeting with Interscope Records
- Features with *Insomniac* and *DJ Mag USA*
- A VIP experience at this year’s 20th anniversary Nocturnal Wonderland Festival
- New musical gear and equipment from 8DM, GoPro, Native Instruments, Pioneer, Roland, and QSC
- \$10,000 cash

The program launches just weeks before Zedd releases his eagerly anticipated new album ***True Colors***, out May 19th via Interscope Records. The album is available for pre-order now [HERE](#).

“I am a believer in helping out other artists whenever I can and was excited when Guitar Center approached me about the *Cover Me* program. I’m looking forward to checking out the submissions and seeing what people come up with for their covers and remixes!”

-Zedd

“Zedd is the perfect partner for the *Cover Me* program. Not only is he one of the most highly respected electronic music artists and most sought after producers in the world, but his ‘play it forward’ concept fits perfectly with Guitar Center’s mission to support musicians. As our newest program, *Cover Me* will add to our robust roster of programs dedicated to kick starting the careers of emerging artists.”

-Jake Cheung, Manager, Music Marketing and Artist Relations, Guitar Center

About Zedd:

Born Anton Zaslavski, Zedd has distinguished himself by drawing from his diverse musical training and a background spanning classical to post-hardcore/metal to electro house. He creates detailed, carefully produced compositions that also appeal to audiences outside of the EDM world. *The New York Times* has said, “his talent is extraordinary,” while *Stereogum* has noted: “His beats tend to sound like gorgeously engineered spacecraft that shift into warp speed at the drop, their engines overloading and threatening to disintegrate.” After signing with Interscope Records in 2012, Zedd released *Clarity* to much critical acclaim. The title track climbed to No. 2 at Top 40 radio, went Top 10 on the *Billboard* Hot 100, and won a 2014 GRAMMY Award for Best Dance Recording. The video has racked up more than 124 million Vevo views, while his platinum follow-up hit “Stay The Night” (ft. Hayley Williams of Paramore) has over 103 million Vevo views and won the 2014 MTV Clubland Video Music Award. Zedd first made waves with a series of remixes of tracks by Skrillex, The Black Eyed Peas, Fatboy Slim, and Lady Gaga. He has headlined at numerous festivals including Coachella, Outside Lands, Bonnaroo, Ultra, Electric Daisy Carnival, Nocturnal, Tomorrowland, Lollapalooza, Electric Zoo, and many more.

About Guitar Center:

Guitar Center is the world’s largest retailer of guitars, amplifiers, drums, keyboards, recording, live sound, DJ, and lighting equipment. With more than 260 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. In addition, Guitar Center’s sister brands includes Music & Arts, which operates more than 120 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. With an unrivaled in-store experience, an industry-leading online presence and passionate commitment to making gear easy-to-buy, Guitar Center is all about enabling musicians and non-musicians alike to experience the almost indescribable joy that comes from playing an instrument. All we sell is the greatest feeling on earth. For more information about Guitar Center, please visit www.guitarcenter.com.

You can subscribe to our RSS newsfeed at <http://feeds.feedburner.com/GuitarCenterPressroom>, visit our press room at <http://gc.guitarcenter.com/pressroom/> and send media inquiries to media@guitarcenter.com.

FOR MORE INFORMATION PLEASE CONTACT:

Sarah Chavey | ANTHEMIC Agency | 323.464.4745 x 806 | sarah@anthemicagency.com