



Guitar Center and the American Red Cross Team Up to Support Victims of California Wildfires

As devastating California wildfires continue to displace hundreds of thousands of people, Guitar Center and the American Red Cross join forces to support impacted communities through relief fund

Westlake Village, CA (November 14, 2018) – In response to the California wildfires threatening thousands of families, Guitar Center Inc., the world’s largest musical instrument retailer, has teamed up with the American Red Cross – the humanitarian organization providing relief and support to those in crisis – to create a dedicated effort to help people impacted by the California wildfires.

Guitar Center encourages customers to donate at any Guitar Center location across the country to help those affected by the California wildfires, or online via www.rdcross.org/guitarcenter. Guitar Center will match, dollar for dollar, total customer contributions collected during the period November 14, 2018 through November 28, 2018 up to \$25,000. 100% of all donations collected at Guitar Center’s retail stores across the United States or online will be provided to the American Red Cross during this period. Each donation enables the Red Cross to prepare for, respond to and help people recover from these disasters.

“We commend the incredible bravery and dedication of the fire fighters, first responders, and providers of aid who are tirelessly working to protect the communities our friends, family and neighbors call home,” Guitar Center CEO Ron Japinga said in a statement. “Partnering with a national organization like the Red Cross provides all of our customers with the opportunity to come together in support of those in need across California – no matter where you live or work.”

To donate: Stop by a Guitar Center store (to search for locations, visit <https://stores.guitarcenter.com/search.html>) or donate online by visiting www.rdcross.org/guitarcenter.

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About Guitar Center:

Guitar Center is a leading retailer of musical instruments, lessons, repairs and rentals in the U.S. With more than 290 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 150 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. For more information about Guitar Center, please visit www.guitarcenter.com.

About the American Red Cross:

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation’s blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit redcross.org or cruzrojaamericana.org, or visit us on Twitter at @RedCross.

The American Red Cross will not receive contact information. Should you require a donation receipt from the American Red Cross, please call 1-800 RED CROSS (1-800-733-2767) to donate by phone, or give online at redcross.org. The American Red Cross name,



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