



Guitar Center Opens in Kennesaw, GA

The new location in the Barrett Crossing Shopping Center offers services such as on-site lessons, repairs, free workshops, and more to meet any music related need

Kennesaw, GA (March 23, 2017) – Guitar Center, the world’s largest instrument retailer, is proud to announce the grand opening of its 12,000 square foot retail location in the Barrett Crossing Shopping Center, which will offer an expansive set of services and the best gear to meet your music needs.

This new store will feature modern showrooms equipped with the latest products for musicians — from guitars, amplifiers, percussion instruments and keyboards to live sound, DJ, lighting and recording equipment. Customer services include [Guitar Center Lessons](#), an in-house, state-of-the-art music academy for players of all ages and skill levels, [GC Repairs](#), an on-site maintenance and repairs service, [GC Rentals](#), easy rentals of instruments and other gear, and [Guitar Center Workshops](#), offering free introductory classes and instruction on guitar, ukulele, and recording.

The official grand opening will take place at **7 p.m.** on **Thursday, March 23rd** at 1570 Crater Lake Dr. Kennesaw, GA 30152 in the Barrett Crossing Shopping Center. To commemorate this occasion, Guitar Center will host a special Grand Opening celebration featuring doorbuster deals, gear giveaways and special financing offers for Kennesaw shoppers. The in-store event will also feature a live performance by The Retreat.

Guitar Center Kennesaw Store and Studio Hours

Monday – Friday	10:00 a.m. – 9:00 p.m.
Saturday	10:00 a.m. – 8:00 p.m.
Sunday	11:00 a.m. – 7:00 p.m.

Kennesaw shoppers are also able to enjoy Guitar Center’s multi-channel “endless aisle,” which gives customers the ability to combine in-store, online and phone options to purchase music equipment from anywhere.

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 270 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 include Music & Arts, which operates more than 140 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. For more information about Guitar Center, please visit www.guitarcenter.com.

You can visit our pressroom at <http://www.guitarcenter.com/pages/press-room>, and send media inquiries to media@guitarcenter.com.

FOR MORE INFORMATION PLEASE CONTACT:

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