



## Guitar Center and MusiCares® Team Up to Provide Aid to Victims of Hurricane Harvey

*As historic flood continues to ravage Houston and other cities, Guitar Center and MusiCares® lend a helping hand to affected music communities*

**Westlake Village, CA** (August 31, 2017) – In direct response to the ongoing devastation due to the floods in Houston and other cities affected by Hurricane Harvey, Guitar Center Inc., the world’s largest musical instrument and professional audio retailer, has teamed with MusiCares®—a charity of the Recording Academy™—to launch a dedicated initiative to help impacted musicians, songwriters, recording studios and audio professionals re-build their lives. The goal of the program is to help the music communities of South Texas get back on their feet as quickly as possible to keep the music going.

For this program, Guitar Center is encouraging customers to donate at any of the Guitar Center or Music & Arts stores across the country at the register or online (via their brand’s homepages). For every dollar donated, Guitar Center will match the contribution in total, up to \$25,000. All donations will go directly to MusiCares, who will interface directly with area musicians to help them replace their lost and damaged gear.

“We thank Guitar Center for their partnership in helping to address the hardship caused by this devastating flood,” noted Neil Portnow, President/CEO of the Recording Academy and MusiCares. “When natural disasters like these strike it is always tragic, and we have worked with Guitar Center in the past—to provide much needed resources when the Gulf Coast hurricanes struck in 2005 and again in 2010 to assist with Nashville Flood relief efforts—so it’s comforting to know how effective and efficient our alliance is in providing help and hope to music people in need. Together we believe that keeping the music going is an important step in the healing process after a disaster like this.”

“As the tragic events unfolded as a result of Hurricane Harvey, there was no question that people would need help,” remarked Ron Japinga, Chief Executive Officer of Guitar Center. “Partnering with MusiCares will give everyone an opportunity to come together as one-music community to help those in need and we hope our partnership will provide much needed aid to those individuals and families that were so dramatically impacted.”

In addition to working with **MusiCares**, Guitar Center Inc. will continue to work with the local communities to assure musicians and music professionals have support for reduced cost repairs and replacement for damaged equipment as well as support music education programs in the area for needs they may have from the devastation of Hurricane Harvey.

The **MusiCares** relief fund has been established to support members of the music community affected by the recent devastation of Hurricane Harvey. Assistance includes coverage of basic living expenses such as shelter, food, utilities, and transportation; medical expenses, including doctor and hospital bills, and medications; clothing; instrument and recording equipment replacement; relocation costs; home repairs; debris removal; and more. Musicians and music professionals can request disaster relief by contacting the South Regional **MusiCares** office at 615.327.0050 or toll-free at 877.626.2748, or by submitting an [application](#).



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**About MusiCares:**

A friend and ally of the music community, MusiCares was established by the Recording Academy to safeguard the health and well-being of all music people. A four-star charity and safety net in times of need, MusiCares offers confidential preventative, recovery, and emergency programs to address financial, medical, and personal health issues. Through the generosity of our donors and volunteer professionals, our dedicated team works across the country to ensure the music community has the resources and support it needs.

For more information, visit [www.musicares.org](http://www.musicares.org), "like" MusiCares on [Facebook](#), and follow @MusiCares on [Twitter](#) and [Instagram](#).

**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 280 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. With an unrivalled 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](http://www.guitarcenter.com).

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

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