



**FOR IMMEDIATE RELEASE**

## **GUITAR CENTER OPENS STORE IN COLUMBIA, SOUTH CAROLINA**

*The Columbia Location is Guitar Center's 266<sup>th</sup> Store and Features, On-Site Lessons, Guitar Repair Services and more*

### **ANNOUNCEMENT HIGHLIGHTS:**

- Guitar Center has opened its 266th store location in the U.S.
- GC Repairs will provide stringed instrument repair and tune up services
- GC Lessons is the first-ever GC lessons facility in the area to support the local music scene

**Los Angeles, CA** (April 10, 2015) – Guitar Center, the world's largest instrument retailer, is proud to announce the grand opening of its newest retail location, a state-of-the-art musical instrument and technology center covering 12,000 square feet in Columbia, South Carolina. The grand opening took place at **7 p.m.** on **April 9** at **253 Park Terrace Drive, Columbia, SC 29212**.

Guitar Center's Columbia location features modern showrooms equipped with the latest products for musicians—from guitars, amplifiers, percussion instruments and keyboards to live sound, DJ, lighting and recording equipment. The store also provides customers with a vast selection of products and a dedicated staff with unparalleled musical knowledge and experience.

Additionally, the Columbia store features [Guitar Center Lessons](#), an in-house, state-of-the-art lesson facility, which will create unrivalled opportunities for Columbia's musicians of all ages and skill levels. Guitar Center Lessons provides music lessons from beginner to advanced featuring certified instructors teaching world-class curriculum as well as one-on-one and group courses. Guitar Center's [GC Repairs](#), an on-site guitar repair and set-up service for stringed instruments and [GC Rentals](#), offering the ability to rent instruments and other gear, are also featured at the new store.

Columbia customers will also be able to attend free classes every Wednesday and Saturday through [Guitar Center Workshops](#). These classes include introductory instruction on a variety of instruments and [Recording Made Easy](#) classes are available for anyone who wants to make the exciting journey into recording their music.

### **Guitar Center Columbia Store and Studio Hours**

Mon-Friday	10:00am – 9:00pm
Saturday	10:00am – 8:00pm
Sunday	11:00am – 7:00pm

As part of Guitar Center's initiatives designed to educate and inspire artists nationwide, Guitar Center Columbia will offer unique opportunities for musicians to craft their skills, maintain their instruments and experience many other aspects of the music industry first-hand. Guitar Center offers nationwide programs designed to spearhead creativity and highlight the nation's most promising undiscovered talent. Columbia residents will now be able to participate in programs including [Guitar Center Singer-Songwriter](#), [Guitar Center's Drum-Off](#), [Guitar Center's Your Next Record](#), [Get Out of the Garage](#) and more.

Columbia shoppers will also be able to enjoy Guitar Center's multi-channel "endless aisle." Endless aisle will give customers the ability to combine in-store, online and phone options to purchase music equipment from anywhere.

-30-

**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](http://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](mailto:media@guitarcenter.com).

**FOR MORE INFORMATION PLEASE CONTACT:**

Syvetril Perryman | Guitar Center | 818.735.8800 x 2979 | [media@guitarcenter.com](mailto:media@guitarcenter.com)

Robert Clyne | Clyne Media, Inc. | 615-662-1616 | [Robert@clynemedia.com](mailto:Robert@clynemedia.com)