

FOR IMMEDIATE RELEASE

## GUITAR CENTER AND CONVERSE ANNOUNCE 2<sup>nd</sup> ANNUAL 'GET OUT OF THE GARAGE'

ARTIST DISCOVERY PROGRAM SEEKS TO UNEARTH THE NATION'S BEST  
INDEPENDENT MUSICAL TALENT

### **ANNOUNCEMENT HIGHLIGHTS:**

- *Career-Altering Prize Package Includes a Chance to Perform on Jimmy Kimmel Live!, Recording Time at Converse Rubber Tracks Recording Studio, New Gear, a Music Video, Music Distribution, \$25,000 cash and more*
- *Get Out of the Garage 2 Opens for Submissions October 1<sup>st</sup>*

**Los Angeles, CA (October 1, 2014):** Today, Guitar Center and Converse Inc. announce the launch of the second annual *Get Out of the Garage* artist discovery program offering emerging musicians the chance to launch their career and attain national recognition. At stake is a prize package offering a chance to perform on *Jimmy Kimmel Live!*, which airs weeknights at 10:35 | 11:35 CT pm ABC, studio time at the state-of-the-art Converse Rubber Tracks Recording studio in Brooklyn, new gear, \$25,000 cash and more.

### **The Prize Package Includes:**

- A week of studio time at Converse Rubber Tracks
- \$25,000 cash
- The chance to perform on *Jimmy Kimmel Live!*
- A professionally directed and produced music video
- New gear from top music instrument vendors
- Free worldwide digital distribution from TuneCore
- Live performance opportunities

### **How to Enter**

Unsigned artists nationwide can submit a recorded live performance or music video to the official *Get Out of the Garage* website: <http://www.guitarcenter.com/getoutofthegarage>. Participating artists will be ranked based on social media and fan growth throughout the submission period. The top 50 bands will be reviewed by a judging committee, from which five finalists will be chosen to perform live at the finals where the winner will be named.

*Get Out of the Garage* brings together Guitar Center and Converse; two like-minded brands, renowned for their long-standing passion in supporting musicians. *Get Out of the Garage* is an extension of Converse and Guitar Center's ongoing collaboration to provide musicians with tools to pursue their musical aspirations. Fully equipped with the best instruments and equipment supplied by

Guitar Center, Converse Rubber Tracks gives back to the creative community by encouraging up-and-coming musicians to further develop their sound and by providing an unparalleled recording facility that enables artists to unleash their creative spirit at no cost.

*"As a company that works tirelessly to support musicians, Guitar Center is always excited to see other brands championing emerging artists and Converse truly leads that charge in their industry. By joining forces on Get Out of the Garage we are not only able to discover and expose some of the best talent in the independent music space, but we're able to provide a deserving band with an all-encompassing collection of tools and opportunities necessary to launch their career."*

**- Maria Brown, Manager of Music Marketing & Artist Relations, Guitar Center**

**Partners for *Get Out of the Garage* include:** Gibson, Vox, Ernie Ball, Gretsch Drums, Shure, Epiphone, Dunlop, Evans, Zildjian, Pro-Mark Sticks, Martin Guitars, GoPro, Korg, TuneCore, *Jimmy Kimmel Live!*, FLOOD Magazine

### **ABOUT "JIMMY KIMMEL LIVE" (Weeknights at 11:35|10:35c on ABC)**

Jimmy Kimmel serves as host and executive producer of Emmy nominated "Jimmy Kimmel Live," ABC's late-night talk show.

"Jimmy Kimmel Live" broadcasts from Disney's El Capitan Theater, located on Hollywood Boulevard in the heart of the Walk of Fame. This location gives the show unique character that Jimmy showcases regularly by interacting with the local superheroes parading along the boulevard and challenging tourists outside to participate in live comedy bits.

Jimmy Kimmel and Jill Leiderman serve as executive producers. Jason Schrift, Douglas DeLuca and Erin Irwin serve as co-executive producers. "Jimmy Kimmel Live" is shot live in front of a studio audience and produced by Jackhole Industries in association with ABC Studios. For more info go to [jimmykimmellive.com](http://jimmykimmellive.com) or [Facebook.com/jimmykimmellive](https://www.facebook.com/jimmykimmellive). You can also follow Jimmy's personal twitter account - @jimmykimmel. #Kimmel

### **About Converse Rubber Tracks**

Converse Rubber Tracks is a state-of-the-art recording studio that is located in the Williamsburg neighborhood in Brooklyn, NY. The 5,200 square-foot, full-service recording space aims to support emerging artists by providing them access to a top-level recording studio at no cost. Artists and bands of all genres and ages from around the world are encouraged to apply and, upon acceptance, may reserve time in the studio to work alongside a team of experienced engineers. Fully equipped with the best instruments and equipment supplied by Converse Rubber Tracks partner Guitar Center, artists will spend time creating their work and in the end retain all the rights to their music. Through Converse Rubber Tracks, Converse is giving back to the creative community that has embraced the brand throughout its 105-year history. Converse Rubber Tracks provides a platform for artists to unleash their creative spirit that will change the world.

### **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. 2014 marks the milestone 50th anniversary of the Guitar Center Brand as we continue to help people make music

from coast to coast. In addition, the Music & Arts division operates more than 120 stores specializing in band & orchestral instruments for sale and rental, serving teachers, band directors, college professors, and students since 1952. With an unrivaled in-store experience 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).

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