



Guitar Center to Partner with D’Addario for Earth Day String Recycling/Replacement Event at Locations Nationwide

Earth Day weekend (April 21 and 22), Guitar Center will offer complimentary premium replacement strings (D’Addario NYXL electric or Phosphor Bronze acoustic) for musicians who bring in their guitars for setup service

Westlake Village, CA (April 9, 2018) – Guitar Center, the world’s largest musical instrument retailer, is partnering with D’Addario for a special event in celebration of Earth Day 2018. Over that weekend (April 21 and 22) at Guitar Center locations nationwide, any musicians bringing in guitars for setup will receive complimentary D’Addario premium replacement strings – either NYXL electric or Phosphor Bronze acoustic – as part of the guitar tuneup, with the old strings being recycled.

This event is part of D’Addario’s Playback recycling + replacement program, as well as Guitar Center’s year-round string recycling initiative, which has seen more than 1200 lbs. of strings recycled in the last 11 months alone. These efforts are accomplished with the help of global recycling organization TerraCycle, which specializes in handling hard-to-recycle materials.

“We thank all of our loyal customers who have been turning to their local Guitar Center locations for recycling their used strings,” stated Chris Stone, Director of Guitar Center Repairs. “It is the responsible and ecological decision, and we encourage all musicians to recycle rather than discard. We look forward to providing guitarists with premium replacement strings throughout the Earth Day weekend at our stores across the country.”

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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 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. For more information about Guitar Center, please visit www.guitarcenter.com.

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