



## Guitar Center Celebrates South San Jose, CA Store Grand Opening

*New location offers services to meet any music-related needs, from onsite lessons and free workshops to repairs and more*

**Westlake Village, CA** (August 3, 2018) – Guitar Center, the world's largest musical instrument retailer, celebrates the opening of its latest retail location – a 14,548-square-foot facility in South San Jose, California (5140 Cherry Avenue, San Jose, CA 95118). The new location is the first retail location in South San Jose and marks the third of seven store grand openings planned for Guitar Center in 2018. The store offers an expansive set of services and gear to serve the music needs of the South San Jose community. The grand opening took place on **Thursday, August 2, 2018**.

The new South San Jose store 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. Musician 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, providing easy rentals of instruments and other gear, and Guitar Center Workshops, offering free introductory classes and instruction on guitar, ukulele, and recording.

South San Jose 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.

### **Guitar Center South San Jose 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.

### **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](http://www.guitarcenter.com).

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