



FOR IMMEDIATE RELEASE

GUITAR CENTER ANNOUNCES GRAMMY AWARD WINNING RECORDING ARTIST COLBIE CAILLAT AS THE NEXT AMBASSADOR IN “GREATEST FEELING ON EARTH” CAMPAIGN

Adding to the campaign’s diverse range of ambassadors including Questlove, James Hetfield and Steve Aoki, Colbie Caillat shines a light on the joy of playing music

ANNOUNCEMENT HIGHLIGHTS:

- *Grammy Award-winning Singer-Songwriter Colbie Caillat is featured in the fourth installment of Guitar Center’s Campaign “All We Sell is the Greatest Feeling on Earth”*
- *Music instrument retailer inspires people to play music*
- *Ongoing campaign features influential artists of all genres*

Los Angeles, CA (November 4, 2014): Guitar Center announced the fourth spot in the retailers award-winning campaign "All we sell is the Greatest Feeling on Earth." As the fourth ambassador in the campaign, Colbie Caillat follows appearances by hip-hop icon [Questlove](#) (The Roots), metal legend [James Hetfield](#) (Metallica) and electronic music superstar [Steve Aoki](#). Colbie Caillat’s spot featuring her signature Martin acoustic guitar premiered online on November 1st and the broadcast debut is set for early 2015.

Watch Colbie Caillat’s “Greatest Feeling on Earth” spot here: <http://youtu.be/tdqWXt-W8Mc>

Spanning print, broadcast, digital and online, the campaign features influential and noteworthy artists describing the personal, powerful and transformative experience that music brings to their lives. The campaign was developed by Guitar Center to inspire consumers to discover that feeling for themselves by picking up a musical instrument and learning to play. With a newly minted Content Marketing Award and features in the *New York Times* and *Adweek*, the campaign has shown remarkable growth in its first year and Guitar Center plans to continue rolling out new commercial spots on a quarterly basis.

“Music has played such an important role in my life. I can’t imagine a world without it and I wish that everyone could experience a piece of the joy that music brings to me. This Guitar Center campaign presented a perfect opportunity to share my love for music with the world and to encourage more people to play.”

– **Colbie Caillat**

“At Guitar Center, we are passionate about inspiring people to play music and sharing the Greatest Feeling on Earth with the world – regardless of genre or instrument. It doesn’t matter what you play, how well you play, or who you’re playing to. From James Hetfield and Questlove to the aspiring songwriter strumming those first chords, the feeling music provides is the common thread that connects all musicians. It has been an honor to work with such accomplished and respected artists on this campaign in order to achieve that goal.”

– **Dustin Hinz, Vice President of Brand Experience and Entertainment Marketing**

About Colbie Caillat:

Colbie Caillat is a two time Grammy Award winning singer-songwriter who has sold over six million albums and ten million singles worldwide. Her breakthrough hit “Bubbly” remains "one of the best-

selling digital tracks in history" and her multi-platinum debut *COCO* hit #5 on the *Billboard* Top 200 Albums chart upon release, while her sophomore set *Breakthrough* landed at #1. From 2011's *All of You*, "Brighter Than The Sun" went platinum and enjoyed over twenty film and television placements, while seeing acclaim from *People* and *NY Post*. She's also played sold out venues everywhere alongside everybody from John Mayer to Sheryl Crow. Beyond music, she's an avowed spokesperson and supporter for *ASPCA*, the *Surfrider Foundation*, *Save The Music*, *Farm Sanctuary*, and *The Humane Society of the United States*. Caillat recently released her fourth studio album *GYPSEY HEART*, which features her hit single "Try." Co-written by legendary producer and singer-songwriter, Babyface, "Try" has become one of the biggest performing songs featured as iTunes "Single Of The Week." What's more, the companion video for the song has become an online phenomenon, quickly amassing 30 million views. For additional information visit www.colbiecaillat.com.

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 instruments for sale and rental, serving teachers, band directors, college professors and students since 1952. Guitar Center as we continue to help people make music. 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.

For more information, please contact media@guitarcenter.com
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