



Guitar-A-Thon, Guitar Center’s Biggest Guitar Sale, Returns, Featuring New Partnerships and Crowdsourced Chapman Guitars

Guitar-A-Thon will feature a wide range of products and services, including exclusive deals from Line6, Martin, Fender, Gibson, Epiphone, Washburn, Alvarez and more, as well as a series of free in-store events with Rob Chapman and Nita Strauss, along with a video series from Gary Clark, Jr.

Westlake Village, CA (October 16, 2018) – Today, Guitar Center launches Guitar-A-Thon 2018, the company’s bi-annual marquee guitar event where musicians can participate in in-store events, get great deals on repairs and modifications of their favorite instruments, and find special sales on the latest guitars, amps, gear, and accessories (including exclusive gear) online and in-stores at Guitar Centers nationwide from now through October 31, 2018. Guitar Center is committed to giving musicians access to the best guitars and gear to help them find their sound with a guitar for every player, no matter their skill level or price point.

A series of exclusive in-store events will allow visitors to further their craft and see some of the best guitarists in action one-on-one. Rob Chapman, frontman and guitarist for Dorje, and the founder/owner of Chapman Guitars; and rock guitarist and Ibanez endorser Nita Strauss (Alice Cooper, The Iron Maidens) will each be holding workshops at several GC stores throughout Guitar-A-Thon. For more information, please visit <http://workshops.guitarcenter.com>.

Additionally, acclaimed guitarist and singer-songwriter Gary Clark, Jr., a frequent collaborator and friend of Guitar Center, has returned to be the face of Guitar-A-Thon 2018, starring in television spots for the event as well as online videos as part of Guitar Center’s [content series](#), “Deconstruct.” The short documentaries explore Clark’s guitar collection and deconstructs his song “Low Down Rolling Stone.” View the clips here: <https://youtu.be/hFolRg1IPFA>.

Guitar-A-Thon 2018 also features exclusive deals from such top manufacturers as Line6, Martin, Harbinger, Guild, Fender, Gibson, Epiphone, Washburn, Mitchell, Alvarez and more. Gibson, in particular, will have a strong presence during Guitar-A-Thon, making appearances at over 150 Guitar Center locations to showcase/demo its new 2019 guitar models. These sales sit alongside great deals on vintage and used gear, repairs and modifications, making Guitar-A-Thon THE guitar sale of the year.

Through an exclusive partnership with Rob Chapman that aims to elevate the rising generation of innovative guitar brands born from the digital age, Guitar-A-Thon will launch the Chapman ML3 Pro Traditional Semi-Hollow Electric Guitar, a crowdsourced guitar. Limited to only 170 pieces, this unique guitar was designed solely with input from Rob Chapman’s more than 670,000 YouTube subscribers and Guitar Center customers, a process Rob Chapman calls “collaborative sourcing” to design guitars to fit the needs and interests of musicians. Rob

Chapman based this guitar's design on Chapman Guitars' existing ML3 Pro Traditional. To help create the guitar, customers visited the Chapman Guitars website and provided input on specifications over the last several months. Voters specifically selected P90 pickups and Honey Burst as part of the guitar's feature set. The exclusive guitar features a thick carved Maple Cap, Mahogany body, Stainless Steel Frets, and a baked Maple neck.

"Guitars have always been and continue to be a strong backbone of what we do. There is something unique and iconic about the guitar, and we are proud to share that magic with our customer base," said Jeannine D'Addario, Senior Vice President and Chief Customer Officer, Guitar Center. "The new Chapman guitar is a prime example — hundreds of our customers provided input on the design, giving them a stake in this special instrument. Guitar-A-Thon is a celebration, and we invite everyone in the guitar community to celebrate with us."

For more information on Guitar-A-Thon, visit GuitarCenter.com.

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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