

**Music & Arts holds free block party event at Ken Stanton Music in Marietta, Georgia**

To celebrate all four Ken Stanton Music locations joining Music & Arts, an all-day block party event featured live music, free food truck fare, exclusive giveaways, on-site clinics, top instrument vendors, and much more

**Frederick, MD, Nov. 21, 2022:** [Ken Stanton Music](https://www.kenstanton.com/), an Atlanta-area institution since 1949 with four locations in the region, recently joined [Music & Arts](https://www.musicarts.com/) (M&A), one of the nation’s largest musical instrument retailers and lesson providers and part of the Guitar Center family of brands. To celebrate, Music & Arts held a Block Party Customer Appreciation Day at its Marietta, GA location on Nov. 12, 2022, with over 500 community members in attendance.

Focusing on band & orchestra, guitars/drums, pro audio and more, Ken Stanton Music (KSM), now part of Music & Arts, has been a musical instrument powerhouse since its founding in 1949. Its locations in Marietta, Alpharetta, West Cobb and Stone Mountain include strong rental and repair services and a thriving e-commerce business. Ken Stanton Music’s dedicated educational reps have built personal relationships with many of the region’s band directors and music educators. This acquisition, which includes all four retail locations and a warehouse/distribution center, is one of Music & Arts’ largest in several years and supports the company’s ongoing growth strategy. Designated as one of Music & Arts Destination B&O (band & orchestra) Stores, the Marietta location showcases the most extensive assortment of band & orchestral instruments and accessories M&A has to offer. Customers can peruse close to 150 brass, woodwind and string instruments, with the ability to test any accessory (e.g. mouthpieces), as well as try out several of the same instrument’s make and model until they find the perfect fit.

Ken Stanton Music’s services have continued uninterrupted as they have transitioned to Music & Arts locations. These stores have joined the existing Music & Arts stores in the broader Atlanta metro area, significantly enhancing Music & Arts’ accessibility to customers in the region.

Music & Arts marked the occasion of Ken Stanton Music joining the M&A family by thanking its dedicated customers and local supporters through various activities and promotions at the Nov. 12 block party. The day kicked off at 11 a.m. with the Marietta City High School Pep Band performing on the event’s main stage, followed by clinics sponsored by Yamaha. Mark Gauthier, Music & Arts National Retail Marketing Manager, took the stage at 1:00 p.m. and welcomed the crowd, and then proceeded to introduce Jeff Gottlieb (President of Music & Arts) and Kenny Stanton (former owner, Ken Stanton Music) for the formal ribbon cutting ceremony to signify the store’s transition from Ken Stanton Music to M&A. Attendees enjoyed live music from local acts Mad Margritt, That's What She Said, Shyanne and 84 (Van Halen Tribute), food truck fare, exclusive giveaways, clinics and product demos. On-site food trucks included Loaded Taco and Loaded Burger – providing free food to the first 400 attendees (200 per truck). Top instrument vendor representatives were on hand, including personnel from DW Drums, Fender, Gibson, Martin, Taylor, and Yamaha. Several thousand dollars of gift cards were distributed to attendees, and two $650 scholarships to the Conn-Selmer Institute (CSI) for educators were also awarded at the event.

“After 73 years of Ken Stanton Music in Atlanta, it’s time to pass the torch to the next team to carry on our legacy,” stated Kenny Stanton. “After all that time, the only things that really matter are our customers, people, educators, and vendor partners. I want to thank all for everything you’ve done to support us through the years. I’m very pleased to see Music & Arts doing right by the same people in this transition, and you can all rest assured you will see the same folks in the stores and in the schools day in and day out.”

“I am so proud of the M&A team,” says Jeff Gottlieb, President of Music & Arts, who attended the Block Party along with former owner Kenny Stanton. “The Block Party in Marietta was a celebration that highlighted the best of our M&A Customer experience in Greater Atlanta—our Band & Orchestra expertise mixed with the combo legacy of the KSM business. But what really stood out was just how talented and passionate our teams are.”

“The event helped us show the community, customers, and the Ken Stanton Music staff that we can support their high-flying combo business (guitars/drums, keyboards, pro audio) while also bringing synergy to the band & orchestra business,” says Robbie Mellinger, Music & Arts Business Development Director.

During 2022, M&A experienced significant growth. The brand added 14 retail stores and six Educational Sales Reps (now over 200 M&A Reps who provide personalized service to the music educators in their communities) via eight acquisition transactions and another six organic store openings in New Orleans, LA (inside Guitar Center); Rockwall, TX; Decatur, GA; Columbia, MD; New Braunfels, TX; and Fredericksburg, VA.

In 2023, Music & Arts will continue to expand, as the industry climate lends itself to more acquisition opportunities. This recent acquisition further exemplifies M&A’s commitment to the local community and customer base to show them that we are honoring the legacy of the company we acquired while adding value.

“Congratulations to all the teams involved for planning such an impactful Block Party,” Gottlieb adds. “Music & Arts is making its mark in Greater Atlanta and beyond. We have a bright year ahead as we continue to grow the business and deepen community relationships.”

To learn more about Music & Arts, visit [MusicArts.com](http://www.musicarts.com/).

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Photo file 1: MA\_KenStanton\_RibbonCutting.JPG

Photo caption 1: Shown L-R: Sean Taylor, Music & Arts District Sales Manager; Jeff Gottlieb, President of Music & Arts; Kenny Stanton, former Ken Stanton Music owner; Mike Marra, Music & Arts Southeast Director of Sales; John Bond, Music & Arts Marietta Store Manager; and Jason Brock, Music & Arts West Cobb Store Manager, pictured at the ribbon cutting ceremony at the Block Party Customer Appreciation Day at Music & Arts Marietta, GA (formerly Ken Stanton Music), November 12, 2022. Photo by A.Lewis Films. © 2022

Photo file 2: MA\_Marietta\_84.JPG

Photo caption 2: 84 (Van Halen Tribute) performs at Music & Arts (formerly Ken Stanton Music) in Marietta, Georgia, as part of the Block Party Customer Appreciation Day on November 12, 2022. Photo by A.Lewis Films. © 2022

Photo file 3: MA\_Leadership\_BlockParty.JPG

Photo caption 3: Music & Arts leadership gathered at the M&A store in Marietta, Georgia (formerly Ken Stanton Music) on November 12, 2022, as part of the Block Party Customer Appreciation Day. Pictured L-R: Jeff Gottlieb, President of Music & Arts; Robbie Mellinger, Music & Arts Director of Business Development; Erin Gang, Music & Arts Director of Marketing; Mark Gauthier, Music & Arts Retail Marketing Manager; Jim Keenan, Music & Arts Director of Lessons; and Michael Rosendorf, Music & Arts Retail Marketing Coordinator. Photo by A.Lewis Films. © 2022

Photo file 4: M&A\_Marietta\_Storefront.JPG

Photo caption 4: Exterior of Music & Arts (formerly Ken Stanton Music) in Marietta, Georgia.

Photo file 5: MusicArtsLogo.JPG

Photo caption 5: Music & Arts logo

**About Music & Arts:**

Celebrating its 70th anniversary this year, Music & Arts is one of the nation’s largest band & orchestra instrument retailers and lessons providers, and is part of the Guitar Center family of brands. Based in Frederick, MD, the company operates more than 240 stores specializing in instruments sales and rentals, lessons for musicians of all levels and a nationwide repair network, serving educators, musicians and parents. More than 200 Music & Arts educational representatives provide personalized service to the music educators in their communities, supporting them and their students with in-school service calls, rentals and repairs. Through offering its services, Music & Arts spreads the power of the band & orchestra experience to transform lives, enrich communities and stir the soul.

**FOR MORE INFORMATION PLEASE CONTACT:**

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