

**Guitar Center and Chapman Guitars Now Accepting Musicians’ Votes for New Guitar Design!**

*For the first time ever, musicians have the opportunity to contribute to the design specifications of a guitar, to be sold exclusively through Guitar Center; submissions accepted at online through Friday, April 20*

**Westlake Village, CA** (April 17, 2018)– For the first time ever, Guitar Center, the world’s largest musical instrument retailer, has partnered with Chapman Guitars for a unique opportunity to engage customer input and vote on the design specifications of a semi-hollow-body guitar, to be sold exclusively through Guitar Center!

Rob Chapman, frontman and guitarist for Dorje, and the founder/owner of Chapman Guitars, will base the guitar’s design on their existing ML3 Pro Traditional design, featuring a thick carved Maple Cap, Mahogany body, Stainless Steel Frets, and a baked Maple neck.

The voting options for the pickup and finish of this exclusive guitar include:

* **Pickups**: Humbuckers, P90's or Filtertron
* **Finish**: Honey Burst, Charcoal Burst or Original Ghost Fret Blue

Visitors to <https://www.chapmanguitars.co.uk/voting/> can vote on pickup and finish options through **Friday, April 20, 2018**.

Thanks to the tremendous customer response to the pickup and finish voting, another option will be added on Saturday, April 21, to allow customers to vote on the “f hole” design. This second vote will end on midnight, April 24. Rob Chapman will then announce the results from both polls on Wednesday, April 25.

The winning guitar designs will be available for purchase exclusively at Guitar Center stores and online during the 2018 Holiday Season.

All Chapman guitars are designed with input from Rob Chapman’s 640,000 subscribers – a process he calls “collaborative sourcing.”

Click [here](https://drive.google.com/file/d/1yBY_U9lMaCwQPDlpC3XeV0hLl2MXBM3K/view) to view a video message from Rob Chapman about Chapman Guitars and Guitar Center’s semi-hollow collaboration.

###

Photo file: RobChapman.JPG

Photo caption: Rob Chapman, the founder/owner of Chapman Guitars

**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/).

**FOR MORE INFORMATION PLEASE CONTACT:**

Clyne Media | 615.662.1616 | pr@clynemedia.com

Praytell Agency | guitarcenter@praytellagency.com

Guitar Center | 818.735.8800 |media@guitarcenter.com