**Rock Legend Joan Jett Partners with Guitar Center to Celebrate Guitar-A-Thon**

*Guitar Center’s twice-yearly marquee sale event features exclusive deals for guitar players, from beginners to professionals.*

**Westlake Village, CA** (October 21, 2021)– Guitar Center announces that Fall Guitar-A-Thon 2021, the company’s twice-yearly marquee guitar event where musicians can find special sales on the latest guitars, amps, gear, and accessories online and in stores nationwide is in full swing through October 27. The entire range of guitarists – from beginners to professionals – can also get great deals on repairs and modifications of their favorite instruments.

To mark the most anticipated guitar sale of the year in rock and roll style, Guitar Center has partnered with legendary multi-platinum artist and Rock & Roll Hall of Fame inductee Joan Jett to encourage more musicians to fall in love with making music. Joan will be featured in the Retailer’s television spots for Guitar-A-Thon, as well as in a long-form online video reflecting on her storied career, early musical journey, and the significance of the guitar in her life.

She recalls her desire to learn to play the guitar: “I asked my parents for an electric guitar for Christmas when I was 13, and they actually got it for me. I remember making loud sounds on Christmas morning. Just making noise. It felt great,” said rock legend Joan Jett in an interview for Guitar Center. “What rock and roll meant to me at that age? It wasn't about being famous. It was just about being in a band and touring and putting a record out and all that stuff. Yeah, if you got famous, great. But it was more about the music.”

The “I Love Rock and Roll,” “Bad Reputation,” “I Hate Myself for Loving You” and “Crimson and Clover” singer’s passion to play the guitar was amplified by finding other people to play with, which eventually enabled her to make a living doing what she loves. Like most musicians, Joan is very attached to her guitars and affectionately refers to each of them as “a significant other.” Each scratch, ding, and scuff mark tells a story that is personal and meaningful to Joan, rooted in music. Watch Joan Guitar Center’s new Guitar-A-Thon commercial spot [here.](https://youtu.be/4KbbP98RKi0)

During the Retailer’s Fall Guitar-A-Thon, musicians will find exclusive offerings from top manufacturers such as Fender, Gibson, Jackson, Martin, PRS, Recording King, Schecter, Sterling by Music Man, Taylor and more. These instruments sit alongside great deals on vintage and used gear and the full power of 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 at any time.

“Guitar-A-Thon is a great time for musicians to come into our stores and fall in love with the guitar. And hopefully many of them, will be inspired by Joan’s story and keep playing music throughout their lives,” said Jeannine D’Addario, SVP, Chief Marketing & Communications Officer at Guitar Center. “We are excited to be able to offer these great deals and exclusive selections of guitars and accessories to musicians of all skill levels.”

For over fifty years, Guitar Center has been committed to giving musicians access to the best gear at a variety of price points to help them find their sound. From emerging to experienced, any musician that comes into a Guitar Center store will have the unique opportunity to get hands-on with the most desirable guitars and receive expert advice from Guitar Center’s knowledgeable sales associates. Guitar Center also provides tons of helpful resources for musicians such as lessons, rentals, repairs, guitar set-up services and more.

For more information, visit [GuitarCenter.com](https://www.guitarcenter.com/Services/Lessons/Guitar.gc?source=4WWR6A1BA&gclid=CjwKCAjwmqKJBhAWEiwAMvGt6LFfhhss9OPW5-tiq7l6RVGs6ldnHGkJneDK4cexvAy7XA13CIneJxoCq4sQAvD_BwE) or Guitar Center on [Facebook](https://www.facebook.com/GuitarCenter), [Twitter](https://twitter.com/guitarcenter), [Instagram](https://www.instagram.com/guitarcenter/) and [YouTube](https://www.youtube.com/guitarcenter).

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Photo file: JoanJett.JPG

Photo caption: Legendary multi-platinum artist and Rock & Roll Hall of Fame inductee Joan Jett, who has partnered with Guitar Center on the occasion of Fall Guitar-A-Thon 2021 to encourage more musicians to fall in love with making music (Photo courtesy of Joan Jett).

**About Guitar Center:**

Guitar Center is a leading retailer of musical instruments, lessons, repairs and rentals in the U.S. With nearly 300 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 200 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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