**Media Alert**

**Guitar Center Celebrates International Guitar Month with the Greatest Guitar Event on Earth**

**Who**: Guitar Center, the world’s largest musical instrument retailer, is celebrating International Guitar Month, an annual occasion, with its twice-yearly sale Guitar-a-Thon, which will feature exclusive products, contests and services; special deals from Fender, Gibson, Taylor, VOX and Schecter; fun online content and more

Guitar-a-Thon also serves as the perfect opportunity for beginners to get their hands on their first instrument and for passionate musicians to update their gear.

**What:** As part of the retailer’s spring Guitar-A-Thon sales event (which coincides with International Guitar Month), Guitar Center is offering several exclusive limited-edition instruments and amps, in partnership with leading manufacturers. From Fender, Guitar Center is offering Stratocaster®, Telecaster® and Precision Bass® models in stylish British Racing Green. An exclusive Blues Jr. IV combo amplifier is also available in British Racing Green. Two limited-edition Gibson Les Paul Classics are also available, in Chicago Blue and Seafoam Green. From Taylor, two exclusive instruments are available: 314ce Special Edition Sitka Spruce-Sapele Grand Auditorium Acoustic-Electric Guitar; and GS Mini-e Special Edition Sitka Spruce-Sapele Acoustic-Electric Guitar Carbon Burst. Schecter is offering a C-1 Platinum electric guitar in Transparent White Satin. Additionally, VOX is offering two limited edition combo amps (AC10 and AC15) in tan-on-tan. Visit GuitarCenter.com to check out all these exclusive deals.

Another unique offering is from Acoustic Control Corporation, who recently launched the GAMMA Guitar Effects Pedal line — six pedals featuring crafted blends of carefully selected components and expertly engineered circuitry for reverb, echo, chorus and dynamic distortions. The range includes the ATLAS Boosted Overdrive Guitar Effects Pedal, BACCHUS Dynamic Driver Guitar Effects Pedal, CUMULUS 3-Way Reverb Guitar Effects Pedal, EROS Clean Chorus Guitar Effects Pedal, HADES Metal Distortion Guitar Effects Pedal, and NARCISSUS Warm Delay Guitar Effects Pedal.

Guitar Center is also offering a number of different services and extras during Guitar-A-Thon, including (for the first time) a free signature setup with the purchase of a new, used or vintage guitar priced at $799+; special financing deals (with 10% back in rewards); 10% off on select Fender Gear when you sign in or create a Guitar Center account; a free D’Addario Equinox tuner with the purchase of a rental instrument; free strings with a platinum setup; “buy three get one free” plus free registration on lessons; multiple coupon promos; and more. Also, Ernie Ball is presenting “The Ultimate Metallica Experience” sweepstakes, co-sponsored by ESP and Dunlop, where five grand prize winners will get an all-expenses-paid trip to Phoenix, Arizona, to see the band live, experience a private soundcheck and more.

Additionally, Guitar Center will be working with several prominent content creators who play, record and share their music with their online followers. These artists, who operate in a variety of different genres and are associated with several different manufacturers, will be featured in published videos, [Riffs blog](https://www.guitarcenter.com/riffs) articles and more.

**When/Where:** Beginning April 13 and going through May 3, 2023, at all Guitar Center stores and online at GuitarCenter.com

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Photo file 1: Fender\_Stratocaster\_BRG.JPG

Photo caption 1: Fender Player Stratocaster HSS Limited-Edition Electric Guitar British Racing Green, available as part of Guitar Center’s exclusive spring Guitar-A-Thon offerings

Photo file 2: Gibson\_LesPaulClassic\_ChicagoBlue.JPG

Photo caption 2: Gibson Les Paul Classic Limited-Edition Electric Guitar Chicago Blue, available as part of Guitar Center’s exclusive spring Guitar-A-Thon offerings

Photo file 3: Schecter\_C-1\_Platinum\_TransparentWhiteSatin.JPG

Photo caption 3: Schecter Guitar Research C-1 Platinum Electric Guitar Transparent White Satin, available as part of Guitar Center’s exclusive spring Guitar-A-Thon offerings

Photo file 4: VOX\_AC15\_15W\_TanOnTan.JPG

Photo caption 4: VOX AC15 15W 1x15 Limited-Edition Combo Guitar Amp Tan on Tan, available as part of Guitar Center’s exclusive spring Guitar-A-Thon offerings

**About Guitar Center:**

Guitar Center is the leading retailer of musical instruments, lessons, repairs and rentals in the U.S. With more than 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 250 stores specializing in band & orchestral instruments for sale and rental, serving teachers, band directors, college professors, parents 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 [guitarcenter.com](http://www.guitarcenter.com/).

**FOR MORE INFORMATION PLEASE CONTACT:**

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