

**Music & Arts Opens Store-Within-a-Store in New Orleans Guitar Center**

The Guitar Center location serving the New Orleans music community now has a Music & Arts destination store-within-a-store to serve the region’s band and orchestra market

**Frederick, MD, April 6, 2022:** [Music & Arts](https://www.musicarts.com/), one of the nation’s largest musical instrument retailers and lesson providers, announces the opening of its new store-within-a-store in the New Orleans Guitar Center, located at 1000 S. Clearview Pkwy, Ste. 1040, Harahan, LA 70123-2320.

Musicians shopping at the NOLA Guitar Center location have been asking for a significant band and orchestra presence for years. In order to meet that demand and serve the needs of the community, Music & Arts, the band-and-orchestra-focused division of the Guitar Center Company, established this store-within-a-store staffed with passionate band and orchestra musicians who specialize in these products. This expertise allows sales associates to provide customers with a customized and more informed shopping experience. The store features an elevated assortment and expanded inventory of woodwinds, brass and orchestral string instruments, along with the accessories each player needs to maintain their instrument and support their musical aspirations. Providing a shopping experience unlike any other, NOLA Guitar Center offers the best selection of gear under one roof and also has access to a substantial inventory of special-order instruments to meet all the needs of New Orleans musicians.

Music & Arts President Jeff Gottlieb notes, “New Orleans is one of the music capitals of the world, and our presence in the Guitar Center Harahan store further underscores our commitment to the local community of musicians, providing them with the instruments and expertise to further their musical journey. This store-within-a-store will feature a comprehensive selection of band and orchestra products, and we look forward to serving the needs of this vital music hub.”

Music & Arts expects to continue to grow in 2022, adding more dedicated storefronts nationwide to serve the band and orchestra market.

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

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Photo file 1: MusicAndArts\_NOLA.JPG

Photo caption 1: Entrance to the Music & Arts store-within-a-store at Guitar Center New Orleans

Photo file 2: MusicArtsLogo.JPG

Photo caption 2: 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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