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**\*\*\*MEDIA ALERT FOR SUN 7/21\*\*\***

**Guitar Center presents guitar masterclass artist event in Hollywood on Sunday, July 21**

Join us at GC Hollywood for a free “Strat-a-Thon” celebratory event with Fender guitarists Ari O’Neal and Freaky Rob

**WHO**: Guitar Center is teaming with Fender artists Ari O’Neal & Freaky Rob for exclusive “Strat-a-Thon” event at its flagship Hollywood store.

**WHAT**: “Celebrating the 70th Anniversary of the Fender Stratocaster with Ari O’Neal & Freaky Rob: Strats on Tour and In the Studio” will be a masterclass with these acclaimed guitarists. Both loyal players of Fender Stratocasters, Ari O’Neal and Rob “Freaky Rob” Gueringer are among the top guitarists working in R&B and hip-hop today. O’Neal is best known as guitarist for Beyonce, Lizzo, and SZA, and Freaky Rob has performed with Kendrick Lamar, Lil Wayne, Eminem, and many others. The masterclass will include discussion, demos, and Q&A highlighting classic and recently launched Fender guitars, with a healthy dose of live playing from both guitarists, accompanied by a hand-picked backing band. Discussion will touch on the history of Stratocasters, these guitarists’ favorite Strat players and influences, their personal relationship to their gear and how it shapes their creativity, and much more.

**WHEN**: “Celebrating the 70th Anniversary of the Fender Stratocaster with Ari O’Neal & Freaky Rob: Strats on Tour and In the Studio” will take place on Sunday, July 21, 2024, 3:00-6:00 PM PDT

**WHERE**: Guitar Center Hollywood

7425 Sunset Blvd

Los Angeles, CA 90046

Members of the media can RSVP to media@guitarcenter.com.

**FOR MORE INFORMATION PLEASE CONTACT:**

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**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/).

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PDF caption: Promotional graphic for “Celebrating the 70th Anniversary of the Fender Stratocaster with Ari O’Neal & Freaky Rob: Strats on Tour and In the Studio,” taking place on Sunday, July 21, 2024, 3:00-6:00 PM PDT