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**\*\*\*MEDIA ALERT\*\*\***

**Guitar Center to host free workshop with drummer Luke Holland on**

**Saturday, March 9**

Join us at Guitar Center’s Hollywood store or via Livestream to witness the popular drummer break down his technique and favorite gear at this exclusive drum clinic

**WHO**: Guitar Center is hosting a free exclusive workshop event with drummer Luke Holland (Falling in Reverse, Jason Richardson, I See Stars).

**WHAT**: Mark your calendar for a free special event with drummer, Luke Holland. Known for his popular playthrough videos and his performances on albums across multiple genres, Holland will walk you through the finer points of his technique and demo his favorite gear, including DW shells and hardware, Meinl cymbals and sticks, and Remo drumheads.

Luke Holland is best known for his engaging, high-quality drum videos he posts to his YouTube channel (LukeHollandDrums), which has grown rapidly since its inception in 2009, garnering over 750,000 subscribers and over 120 million views. In 2022, Luke won the *Modern Drummer* award for Social Media/Streaming. Apart from YouTube, Luke Holland has done multiple sold out world tours, and has collaborated with such acts as I See Stars, Starset, Playboi Carti, Ghostface Killah, Rüfüs Du Sol, Miguel, Jeremy Renner, Polyphia, Ichika Nito, Hollywood Undead, Sleeping with Sirens and Jason Richardson.

**WHEN**: Saturday, March 9, 2 p.m. PST

**WHERE**: Guitar Center Hollywood

7425 Sunset Blvd

Los Angeles, CA 90046

General capacity in-store is limited, but viewers are welcome to join a livestream [here](https://www.guitarcenter.com/Luke-Holland-Event-RSVP.gc).

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

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Photo file: GC\_LukeHolland.JPG

Photo caption: Promotional graphic for Guitar Center’s free exclusive workshop event with drummer Luke Holland

**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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