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

**Guitar Center to host June drum clinics with music legend Kenny Aronoff celebrating 50 years of Tama Drums at stores in California, Texas and Georgia**

**WHO**: Guitar Center is teaming with Tama Drums and legendary drummer Kenny Aronoff for exclusive drum clinic events at the three Guitar Center locations: La Mesa, CA; Arlington, TX; and Atlanta, GA.

**WHAT**: Tama and Guitar Center are partnering for exclusive events at three Guitar Center locations to celebrate 50 Years of Tama Drums. The events will take place on three Thursdays: June 13 in La Mesa, CA; June 20 in Arlington, TX; and June 27 in Atlanta, GA. The clinics will feature Aronoff performing on the Tama 50th Limited Starclassic Mirage kit and demonstrating these acclaimed drums. Q&A and autograph signings will follow. Since the 1970s, acrylic drums have been sought after for their unique sound and sleek look. Over the last two decades, Tama has released limited-edition acrylic drum kits, starting with the Starclassic Mirage in 2007. To commemorate Tama’s beginnings, the Starclassic Mirage has returned as a limited-edition 50th Anniversary model.

Kenny Aronoff is legendary as both a studio and live drummer for his unique and emulated style combining finesse and power. The celebrated musician has contributed his talents to more than 60 GRAMMY®-nominated recordings. Over 300 million records sold worldwide feature his work—1,300 of which are certified gold, platinum or diamond records. And the list of artists that Aronoff has collaborated with reads like a celebrity who’s who: John Mellencamp, Willie Nelson, Bob Seger, John Fogerty, The Smashing Pumpkins, Melissa Etheridge, Joe Satriani and many more.

Space is limited; [RSVP here](https://www.guitarcenter.com/Kenny-Aronoff-Tama-Drum-Sessions.gc).

**WHEN**: Three Thursdays in June: 6/13, 6/20, and 6/27, each 6:30 to 9:00 p.m. local time

**WHERE**: Guitar Center La Mesa (June 13 event)

8825 Murray Drive

La Mesa, CA 91942-3327

Guitar Center Arlington, TX (June 20 event)

721 Ryan Plaza Dr

Arlington, TX 76011

Guitar Center Atlanta (June 27 event)

2480 Briarcliff Rd NE #13

Atlanta, GA 30329

Members of the media can RSVP to [media@guitarcenter.com](mailto:media@guitarcenter.com).

**FOR MORE INFORMATION PLEASE CONTACT:**

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Photo file: GC\_Tama\_June2024\_Aronoff.JPG

Photo caption: Promotional graphic for Guitar Center’s June 2024 in-store drum clinic events with Kenny Aronoff

**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/).