**FOR IMMEDIATE RELEASE**

****

**Guitar Center Expands Texas Presence with New Store Grand Openings**

*The new locations in Cedar Hill and North Fort Worth, TX, give area residents one-stop shops for all of their music needs, from instruments and on-site lessons to guitar repairs and rental services*

**Los Angeles, CA** (December 1, 2016)– Guitar Center, the world’s largest instrument retailer, has been expanding its presence in the highly active Texas market with recent store grand openings in Cedar Hill (October 13) and north Fort Worth (November 10). These grand openings further underscore Guitar Center’s ongoing expansion and its commitment to serving growing music communities across the country. The Cedar Hill store, covering 13,349 square feet, is located at **971 N. Highway 67, Cedar Hill, TX**. The north Fort Worth store, a 12,000 square foot facility, can be found at **8957 Tehama Ridge Pkwy, Fort Worth, TX 79117**. To celebrate the new stores, GC held separate Grand Opening weekend events.

Both stores feature modern showrooms equipped with the latest products for musicians — from guitars, amplifiers, percussion instruments and keyboards to live sound, DJ, lighting and recording equipment. Customer services include[Guitar Center Lessons](http://www.gcstudios.com/), an in-house, state-of-the-art music academy for players of all ages and skill levels, [GC Repairs](http://stores.guitarcenter.com/gc-garage), an on-site maintenance and repairs service, [GC Rentals](http://www.guitarcenter.com/Rentals-g26676t0.gc), easy rentals of instruments and other gear, and [Guitar Center Workshops](https://workshops.guitarcenter.com/), offering free introductory classes and instruction on guitar, ukulele, and recording.

Shoppers at these locations are also able to enjoy Guitar Center’s multi-channel “endless aisle,” which gives customers the ability to combine in-store, online and phone options to purchase music equipment from anywhere.

**Guitar Center Cedar Hill Store and Lessons Hours:**

Monday – Friday 10:00 a.m. – 9:00 p.m.

Saturday 10:00 a.m. – 8:00 p.m.

Sunday 11:00 a.m. – 7:00 p.m.

**Guitar Center Fort Worth Store and Studio Hours:**

Monday – Friday 10:00 a.m. – 9:00 p.m.

Saturday 10:00 a.m. – 8:00 p.m.

Sunday 11:00 a.m. – 7:00 p.m.

Photo file 1: GC\_NFortWorth\_Storefront.JPG

Photo caption 1: The storefront of Guitar Center’s new retail location in Fort Worth, Texas.

Photo file 2: GC\_NFortWorth\_Employees.JPG

Photo caption 2: The employee team at Guitar Center’s new retail location in Fort Worth, Texas.

Photo file 3: GC\_NFortWorth\_Showroom.JPG

Photo caption 3: The showroom of Guitar Center’s new retail location in Fort Worth, Texas.

**About Guitar Center:**

Guitar Center is the world’s largest retailer of guitars, amplifiers, drums, keyboards, recording, live sound, DJ, and lighting equipment. With more than 270 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. In addition, Guitar Center’s sister brands include Music & Arts, which operates more than 140 stores specializing in band & orchestral instruments for sale and rental, serving teachers, band directors, college professors and students, and Musician’s Friend, a leading direct marketer of musical instruments in the United States. With an unrivalled in-store experience, an industry-leading online presence and passionate commitment to making gear easy-to-buy, Guitar Center is all about enabling musicians and non-musicians alike to experience the almost indescribable joy that comes from playing an instrument. For more information about Guitar Center, please visit [www.guitarcenter.com](http://www.guitarcenter.com/).

You can visit our press room at <http://www.guitarcenter.com/pages/press-room>, and send media inquiries to [media@guitarcenter.com](mailto:media@guitarcenter.com).

**FOR MORE INFORMATION PLEASE CONTACT:**

Sarah Chavey | Praytell Agency | 313.407.7571 | [GCPR@praytellagency.com](mailto:GCPR@praytellagency.com)

Robert Clyne | Clyne Media | 615.662.1616 |[pr@clynemedia.com](mailto:pr@clynemedia.com)

Syvetril Perryman | Guitar Center | 818.735.8800 x 2979 |[media@guitarcenter.com](mailto:media@guitarcenter.com)