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**The Guitar Center Music Foundation appoints Fred Croshal to its Board of Directors**

— *Accomplished music industry executive joins the GCMF Board* —

**WESTLAKE VILLAGE, Calif., June 27, 2023 —** The [Guitar Center Music Foundation](http://guitarcenterfoundation.org/) (GCMF), a nonprofit organization that advances the healing, transformative power of music by granting instruments to music education and music therapy programs in need, announces further expansion of its Board of Directors. Fred Croshal, a 45-year music industry veteran and President/CEO of marketing/management firm Croshal Entertainment Group, has been appointed to the organization’s leadership body. The announcement was made by David Helfant, Chairman of the Board of Directors at The Guitar Center Music Foundation, and signifies the ongoing growth of the foundation and its Board.

Fred Croshal’s rich history in the industry goes back over 45 years. He began his career as a retail sales representative at a local record store in the Bay Area before securing his first position at CBS Records. Soon after, he obtained executive positions at Sony Music Distribution and Columbia Records, working with artists such as Michael Jackson, Pearl Jam, Bruce Springsteen, Mariah Carey, Stevie Ray Vaughan and many more. In 1996, Madonna hired him at the Maverick Recording Company, where he soon became General Manager, overseeing all departments, including sales, press, radio, marketing, creative, etc. At Maverick, he was able to build and nurture the careers of artists like Alanis Morissette, Deftones, Candlebox, Michelle Branch and more.

In 2003, he took his vast knowledge of sales, marketing, and promotions and founded Croshal Entertainment Group, a marketing and management company that could provide an infrastructure and alternative way for artists to release their music competitively. Croshal Entertainment Group has sold upwards of 6 million records independently to date and has helped guide releases from artists like Jackson Browne, Bonnie Raitt, Herb Alpert, Collective Soul, Gnarls Barkley, Jason Mraz, Crosby, Stills and Nash, The Immediate Family and many more. In 2017, Fred was featured as one of Billboard magazine’s “Indie Power Players,” a short list of top influential music professionals leading the industry.

Marking 20 years of the Croshal Entertainment Group, Fred continues to nurture and share his passion. He serves as a proud GRAMMY Mentor and advocate for the industry, lending his voice to speak up for artists at all levels. And whether it is by giving lectures at well-known universities or by being a guest on industry podcasts, he shares his wealth of knowledge with the next generation on a regular basis.

David Helfant, Chairman of the Board of Directors at The Guitar Center Music Foundation, remarked, “Fred Croshal is a long-tenured music industry executive with a track record of outside-of-the-box thinking and embracing ideas that put the artist and the fans first. Furthermore, he is eminently generous with his time and resources, sharing his experiences and wisdom every chance he gets. He is passionate about music and music education, embodies integrity and honesty in our industry, and we are very lucky to have him on our Board.”

To learn more, visit <http://www.GuitarCenterFoundation.org>, or follow [@GiveMusicLife](https://twitter.com/GiveMusicLife) on Twitter for more news or to discover ways to support The Guitar Center Music Foundation. Also, follow GCMF on [Facebook](https://www.facebook.com/guitarcenterfoundation/) and [Instagram](https://www.instagram.com/guitarcenterfoundation/?hl=en).

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Photo file 1: FredCroshal.JPG

Photo caption 1: Fred Croshal

ABOUT THE GUITAR CENTER MUSIC FOUNDATION

For some, music may be just a hobby. But for others, music serves as a crucial lifeline – a path to healing, an opportunity to nurture untapped talent, an escape from the grim realities of everyday life, a break from generational trauma, or the start of a social revolution. The Guitar Center Music Foundation (GCMF) is an independent non-profit organization dedicated to the healing, transformative power of music. Thousands of individuals nationwide benefit yearly from GCMF’s grants and other efforts aiding veterans, hospital patients, the unhoused, and those affected by natural disasters, as well as youth in both schools and after-school programs. By providing these programs with all types of instruments and advocating for the benefits of music education and music therapy, GCMF furthers its mission of giving people the chance to create and express themselves through music. For more information about The Guitar Center Music Foundation, please visit <http://guitarcenterfoundation.org/>.

ABOUT GUITAR CENTER INC

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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