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**The Guitar Center Music Foundation to honor music legend Ernie Isley at its third-annual benefit concert**

— *The* [*fundraiser and concert event*](https://guitarcenterfoundation.kindful.com/e/2024-annual-benefit-concert) *honoring Ernie Isley will take place on April 4, 2024, at the Hollywood Roosevelt Hotel* —

**WESTLAKE VILLAGE, Calif., March 5, 2024 —** 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, has announced its upcoming third-annual benefit concert, this year honoring Ernie Isley, a key member of The Isley Brothers, who have been inducted into both Guitar Center’s Rock Walk and the Rock & Roll Hall of Fame. This year’s fundraiser and concert event will take place on Thursday, April 4 from 7-11 pm at the Hollywood Roosevelt Hotel in Los Angeles, Calif.

The Isley Brothers have been making musical hits for over 60 years, including “Twist and Shout,” “Shout,” “That Lady,” and “For The Love of You.” Ernie Isley’s distinctive lead guitar was a key element of the group’s sound, and he continues to be one of the most respected living guitarists today.

At this exclusive event, GCMF will be presenting Ernie Isley with a Lifetime Achievement Award. Produced by Hammond Entertainment, the evening will also feature dinner, cocktails, a special live performance, and silent and live auctions. Ernie Isley’s daughter, GRAMMY®-nominated Alex Isley, will also perform in honor of her father, along with other special guest performances. All proceeds from the event will benefit The Guitar Center Music Foundation to aid in their mission to keep music alive and accessible for all.

Ernie Isley states, “I am excited to be a part of the upcoming benefit concert organized by The Guitar Center Music Foundation. I believe that music helps improve people’s lives, especially the work of music education programs and other related initiatives, and that is what GCMF stands for. I am honored to be their award recipient this year, and I’ll be doing everything in my power to contribute to a very special evening.”

David Helfant, Chairman of the Board at The Guitar Center Music Foundation, adds, “Our annual benefit concert has become a very special tradition for the GCMF family. Ernie Isley and his brothers have left an immeasurable legacy in music history, and we look forward to honoring him at this year’s gala.”

Event producer Bill Hammond remarks, “It is an honor to be the producer for The Guitar Center Music Foundation tribute to honor Ernie Isley of the Isley Brothers. They have been going for well over half a century, and Ernie’s style and sound are legendary still to this day. Big thanks to my music director Greg Phillinganes, and a heartfelt thank you to Myka Miller, the Executive Director of the GCMF, and David Helfant, the Chairman of the Board, to share the vision.”

Tickets to attend are available [here](https://guitarcenterfoundation.kindful.com/e/2024-annual-benefit-concert). Four sponsorship levels are also available. Contact [info@guitarcenterfoundation.org](mailto:info@guitarcenterfoundation.org) to get involved.

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: GCMF\_Isley\_SAVETHEDATE.JPG

Photo caption 1: Promotional graphic for The Guitar Center Music Foundation’s third-annual benefit concert, this year paying tribute to Ernie Isley, taking place on Thursday, April 4 from 7-11 pm at the Hollywood Roosevelt Hotel in Los Angeles, Calif.

Photo file 2: ErnieIsley2024GCMF.JPG

Photo caption 2: Ernie Isley

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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