

**Woodwind & Brasswind to join Music & Arts**

Two beloved B&O retailers operating under the umbrella of the Guitar Center organization will move forward solely as Music & Arts, offering an enhanced musical experience for educators and musicians across the country

**Frederick, MD, April 16, 2024:** [Music & Arts](https://www.musicarts.com/) (M&A), one of the nation’s largest musical instrument retailers and lesson providers, announces that, after four decades of serving pro players and beginners alike, sister brand Woodwind & Brasswind (WWBW) is joining M&A. The two organizations – both part of the Guitar Center family of brands, and both leaders in serving the band & orchestra markets nationwide – will now be operating solely as Music & Arts, offering an enhanced musical experience for educators and musicians across the country.

WWBW has served as a robust and reliable ecommerce platform, and their loyal customers will now experience a more seamless integration between the ecommerce and in-store retail experiences, along with lessons services, personalized assistance from a knowledgeable sales team, the nation’s largest band and orchestra repair network, and unlimited educational content geared toward musicians of all levels. Additionally, WWBW customers new to M&A are now able to complete transactions online and pick up (or return) their purchases at any of M&A’s 250+ retail locations. And as WWBW joins M&A, the customer service call center will consolidate, offering even more expertise and availability than before. Existing WWBW customers will be encouraged to migrate to musicarts.com with personalized assistance and incentives to help aid in the transition.

Jeff Gottlieb, President of Music & Arts, states, “Our goal is to create a more unified customer experience, and the time is right to combine the brands and offer the same benefits to WWBW customers that Music & Arts customers have enjoyed for years, such as our physical retail locations, lessons program, in-store hands-on experiences and events, and our repair network. Woodwind & Brasswind has been working alongside Music & Arts for 17 years. With our combined expertise and resources, we know we can create a harmonious new future that allows musicians and educators to access the products, resources, and support that they need.”

To learn more about Music & Arts, visit <https://www.musicarts.com/>.

Photo file 1: MusicArts\_WWBS\_Migration\_Photo1.JPG

Photo caption 1: Music & Arts (M&A) has announced that, after four decades of serving pro players and beginners alike, sister brand Woodwind & Brasswind (WWBW) is joining M&A, offering an enhanced musical experience for educators and musicians across the country.

Photo file 2: MusicArts\_WWBS\_Migration\_Photo2.JPG

Photo caption 2: Music & Arts (M&A) has announced that, after four decades of serving pro players and beginners alike, sister brand Woodwind & Brasswind (WWBW) is joining M&A, offering an enhanced musical experience for educators and musicians across the country.

Photo file 3: MusicArts\_WWBS\_Migration\_Photo3.JPG

Photo caption 3: Music & Arts (M&A) has announced that, after four decades of serving pro players and beginners alike, sister brand Woodwind & Brasswind (WWBW) is joining M&A, offering an enhanced musical experience for educators and musicians across the country.

Photo file 4: MusicArts\_WWBS\_Migration\_Photo4.JPG

Photo caption 4: Music & Arts (M&A) has announced that, after four decades of serving pro players and beginners alike, sister brand Woodwind & Brasswind (WWBW) is joining M&A, offering an enhanced musical experience for educators and musicians across the country.

Photo file 5: MusicArtsLogo.JPG

Photo caption 5: Music & Arts logo

**About Music & Arts:**

Music & Arts is celebrating over 70 years as one of the nation’s largest band and orchestra instrument retailers and lessons providers, and is part of the Guitar Center family of brands. Based in Frederick, MD, the company operates more than 260 stores specializing in instruments sales and rentals, lessons for musicians of all levels and a nationwide repair network, serving educators, musicians and parents. More than 230 Music & Arts educational representatives provide personalized service to the music educators in their communities, supporting them and their students with in-school service calls, rentals and repairs. Through offering its services, Music & Arts spreads the power of the band and orchestra experience to transform lives, enrich communities and stir the soul.

**FOR MORE INFORMATION PLEASE CONTACT:**

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