**Guitar Center’s “Big Bang” drum event returns with exclusive gear and limited-time offers on must-have kits and snares**

The two-week event features all-new releases, in-store demos, and the largest snare assortment of the year

**Westlake Village, CA (August 7, 2025) —** Guitar Center, the world’s largest musical instrument retailer, announced today the return of its annual Big Bang event, a nationwide seasonal promotion that’s focused on drums and percussion running August 7–20, 2025. The two-week event includes special pricing on acoustic and electronic drum gear, along with new product drops from top brands.

Big Bang also brings Guitar Center exclusive models developed in collaboration with Ludwig, Gretsch, and TAMA, plus an expanded snare assortment available both in stores and online. Drummers can explore event offers on select snares and shell packs designed to deliver standout tone, style, and craftsmanship. In addition, Big Bang includes 48-month promotional financing on select models and in-store opportunities to demo featured kits. The event also features deals on electronic drums from brands like Alesis, giving players at every level a chance to upgrade their sound.

“Big Bang highlights what’s possible when we work closely with the world’s top drum brands,” said Gabe Dalporto, CEO of Guitar Center. “We’re bringing drummers gear they won’t find anywhere else, from custom finishes and collector-grade builds to performance ready kits designed specifically for our community.”

**Guitar Center Exclusive New Launches Featured in the Big Bang Event:**

Ludwig Supraphonic Hammered Chrome-Plated Copper Snare Drum  
This Guitar Center exclusive reimagines one of the most iconic snare drums in history – the Ludwig Supraphonic. Built with a hammered, chrome-plated copper shell, it delivers a darker, harmonically complex tone with enhanced sensitivity and resonance. A warm alternative to the traditional aluminum shell, this 14x6.5" snare drum is both a visual showpiece and a studio-ready workhorse. Limited to just 75 individually numbered pieces, this model merges classic pedigree with modern musicality.

Ludwig White Mosaic Snare Drum with Gold Hardware  
Blending sophistication and sonic clarity, this Guitar Center exclusive 14x6.5" Classic Maple snare drum features a rare Italian-made White Mosaic wrap paired with gleaming gold hardware. Crafted from 7-ply USA maple, it delivers a full-bodied, warm tone with powerful projection and rich midrange – perfect for both recording and live performance. Only 18 pieces were produced using the last available material from the Mosaic wrap series.

Pearl M80 Snare Drum (12x4")  
Back by popular demand and exclusive to Guitar Center, the Pearl M80 returns with a larger 12" diameter shell for improved versatility. Constructed from 6-ply poplar, it delivers sharp, focused attack with enough body to serve as a primary snare, a tight effects drum or a dynamic side snare. The updated version also features lighter, more efficient hardware for easier integration into any setup. Compact, crisp and budget-friendly, the M80 is ideal for drummers seeking punchy articulation without sacrificing tone.

Pearl GPXS Snare Drum (14x6.5")  
New to the Pearl GPX lineup, this Guitar Center exclusive GPXS snare features a 1 mm black nickel-plated steel shell designed to cut through the mix with clarity and power. Tuned for projection and tone, the drum’s eight dual-tuning lugs maintain consistent tension, while the rapid-release strainer allows quick head or snare wire changes – ideal for players who switch styles mid-set. Balancing brightness with warmth, this snare is a rock-solid choice for any genre.

Gretsch Catalina Club 4-Piece Shell Pack in White Satin Flame  
This Guitar Center exclusive Gretsch kit is as bold in sound as it is in appearance. Featuring an eye-catching White Satin Flame wrap – limited to only 150 shell packs – this 4-piece set (10"/12"/16"/22") marks the first time a Catalina Club has been offered with a 22" bass drum, giving it broader versatility for rock, funk and live gigging. With 7-ply mahogany shells and vintage-style appointments, the kit provides classic Gretsch warmth and attack in a head-turning finish.

TAMA Superstar Classic 7-Piece Shell Pack in Coastal Drift  
Exclusive to Guitar Center, this expansive 7-piece maple shell pack (8"/10"/12"/14"/14"/16"/22") features the stunning “Coastal Drift” finish – an ocean-inspired gradient that fades from aqua green to natural woodgrain. Designed for expressive players who crave both tone and aesthetic excellence, the drums include TAMA’s Star-Mount system for enhanced resonance, die-cast hoops for tuning stability, and a warm, focused maple tone. With a broad configuration and an approachable price point, this kit is built for performance versatility and visual impact.

Beyond these Guitar Center exclusives, Big Bang features discounts on a wide range of drum gear, including cymbals, pedals, hardware and accessories. Shoppers can browse in-store or online and connect with expert Gear Advisers for personalized recommendations, whether upgrading a single snare or building a complete rig from scratch. Additionally, customers can use the recently introduced Rig Advisor, Guitar Center’s groundbreaking in-store AI assistant that helps musicians instantly explore, compare and choose gear available at their local store, making it easier for musicians to find the right gear for their needs.

To explore the full lineup of Big Bang exclusives and event savings, visit your nearest Guitar Center location or shop online at guitarcenter.com.

Photo file 1: Ludwig\_Supraphonic\_Snare.JPG

Photo caption 1: Ludwig Supraphonic Hammered Chrome-Plated Copper Snare Drum

Photo file 2: Ludwig\_White\_Mosaic\_Snare.JPG

Photo caption 2: Ludwig White Mosaic Snare Drum with Gold Hardware

Photo file 3: Pearl\_M80\_Snare.JPG

Photo caption 3: Pearl M80 Snare Drum

Photo file 4: Pearl\_GPXS\_Snare.JPG

Photo caption 4: Pearl GPXS Snare Drum

Photo file 5: Gretsch\_Catalina\_Club\_White\_Satin\_Flame.JPG

Photo caption 5: Gretsch Catalina Club 4-Piece Shell Pack in White Satin Flame

Photo file 6: TAMA\_Superstar\_Classic\_Coastal\_Drift.JPG

Photo caption 6: TAMA Superstar Classic 7-Piece Shell Pack in Coastal Drift

**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 60 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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