**A red logo with a guitar

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**Guitar Center in Roseville, CA, grants a local girl’s birthday wish in celebration of Women in music!**

On Saturday, July 20, 2024, Guitar Center in Roseville, CA, hosted a surprise birthday party for Carmen Ramirez, a 12-year-old girl who dreamed of owning and playing an electric guitar. She sent a letter to Guitar Center’s Roseville store with her birthday wish, and store management was moved by her wish and decided to throw her a surprise party!

When Roseville Store Manager Jeff Petaja read Carmen’s heartfelt letter, he was inspired to make her dream a reality. Together with his District Manager, Trish Thomas, they went above and beyond, organizing a surprise birthday party that Carmen, her family, and friends would never forget. The celebration created an unforgettable experience for everyone in the store that day, including the local musical community.

The party had everything—music, decorations, refreshments, and of course, a birthday cake. The highlight of the event was when Guitar Center gifted Carmen a pink Mitchell MD200 double-cutaway electric guitar. The party even extended to the parking lot, with food trucks and a live music stage.

“We were so moved by Carmen’s letter,” said Trish. “The entire team came together to make this party happen and grant Carmen’s wish. Seeing the smile on her face made it all worthwhile. It’s moments like these, where we can bring the magic of music to our community, that make our work so special.”

The Roseville team was thrilled to grant Carmen’s birthday wish and welcome her as one of their newest customers. This heartwarming event exemplifies Guitar Center’s dedication to supporting their communities and empowering young girls in music.

**FOR MORE INFORMATION PLEASE CONTACT:**

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Photo file 1: GC\_CarmenRamirez.JPG

Photo caption 1: Carmen Ramirez poses with her new pink Mitchell MD200 double-cutaway electric guitar, gifted by Guitar Center in Roseville, CA, for her 12th birthday.

Photo file 2: Carmen\_Ltr\_edit.JPG

Photo caption 2: Carmen’s letter to Guitar Center that inspired the upcoming surprise party on July 20

Photo file 3: Carmen\_Invite\_edit.JPG

Photo caption 3: Invite for Carmen’s birthday party at Guitar Center in Roseville, CA

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**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 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/).