****

**\*\*\*MEDIA ALERT FOR SAT, 7/20\*\*\***

**Guitar Center in Roseville, CA, to grant a girl’s birthday wish on July 20**

**WHO**: Guitar Center in Roseville, CA

**WHAT**: Surprise birthday party for Carmen, a 12-year-old girl who dreams 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! Carmen will be gifted a pink Mitchell MD200 double-cutaway electric guitar. The store will be specially decorated for the occasion, complete with birthday messaging. GC District Manager Trish Thomas and Roseville Store Manager Jeff Petaja will be on hand to welcome Carmen and her family and present the gift.

**WHEN**: Saturday, July 20, 2024, 2 p.m. PDT

**WHERE**: Guitar Center Roseville

5781 Five Star Dr.

Roseville, CA 95678-3533

(916) 746-8787

Members of the media can RSVP to media@guitarcenter.com.

**FOR MORE INFORMATION PLEASE CONTACT:**

On-site contact | Eduardo Solis, GC Roseville Operations Manager | (916) 746-8787

Clyne Media | pr@clynemedia.com

Guitar Center | media@guitarcenter.com

Edelman | GuitarCenter@edelman.com

###

**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/).

Photo file 1: Carmen\_Ltr\_edit.JPG

Photo caption 1: Carmen’s letter to Guitar Center that inspired the upcoming surprise party on July 20

Photo file 2: Carmen\_Invite\_edit.JPG

Photo caption 2: Invite for Carmen’s birthday party at Guitar Center in Roseville, CA