**Guitar Center holds in-store event with Periphery drummer Matt Halpern at its flagship Hollywood, CA store**

*The event, featuring the acclaimed drummer performing live and sharing his expertise with the in-person audience, was livestreamed and is now archived* [*here*](https://www.youtube.com/live/UtZOPAnBHuk?si=Nq2n6xYB_gCeFqIJ)

**Westlake Village, CA** (March 19, 2025)– Guitar Center, the world’s largest musical instrument retailer, recently held an exclusive in-store event with Matt Halpern, drummer for acclaimed progressive metal band Periphery. The event took place at GC’s flagship Hollywood store on Thursday, March 6, 2025, and was also livestreamed and is [now archived](https://www.youtube.com/live/UtZOPAnBHuk?si=Nq2n6xYB_gCeFqIJ). The session was held in conjunction with GC’s Big Bang drum promotional period celebrating drumming and percussion gear.

Halpern took center stage to offer an engaging and comprehensive presentation of his gear, captivating the audience with dynamic playthroughs and detailed demonstrations. Throughout the session, he provided an in-depth exploration of the tools that shape his distinctive sound, offering valuable insights into his approach to music-making. Attendees were granted the rare opportunity to interact directly with Halpern during an insightful Q&A session, where he shared his expertise on techniques, equipment, and his personal journey as a professional musician. Additionally, fans were given the exclusive chance to meet Halpern in person during a dedicated autograph-signing event.

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Photo file 1: Halpern\_Photo1.JPG

Photo caption 1: Pictured L-R: Guitar Center’s Dustin Hackworth and drummer Matt Halpern, in conversation at GC’s flagship Hollywood store on Thursday, March 6, 2025

Photo file 2: Halpern\_Photo2.JPG

Photo caption 2: Drummer Matt Halpern performing at GC’s flagship Hollywood store on Thursday, March 6, 2025

Photo file 3: Halpern\_Photo3.JPG

Photo caption 3: Drummer Matt Halpern addresses attendees at GC’s flagship Hollywood store on Thursday, March 6, 2025

**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/).

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