A red guitar with a white background

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**In case you missed it: view Guitar Center’s event with legendary multi-GRAMMY® Award-winning, Rock & Roll Hall Of Fame producer/guitarist/songwriter Nile Rodgers**

Event, which took place at GC’s flagship Hollywood, CA store on Friday, October 18, 2024, celebrated 70 years of the Fender Stratocaster

In case you missed it: full video of Guitar Center’s recent event with Nile Rodgers has been [archived on Guitar Center’s YouTube channel](https://www.youtube.com/live/62_pGVr_1Ao?si=X0OqpQWzNEQ7Zoln). For this special occasion, Guitar Center and Fender Guitars partnered together at Guitar Center’s flagship Hollywood location for an exclusive event to celebrate 70 Years of the Fender Stratocaster featuring legendary multi-GRAMMY® Award-winning, Rock & Roll/Songwriters Hall Of Fame producer/guitarist/songwriter Nile Rodgers. The event featured conversations, demo, Q&A, and autograph signing by Rodgers. During the event, Rodgers covered a wide range of topics, including his early influence from jazz guitarist Wes Montgomery, his trade at a pawn shop of his Barney Kessel guitar for a Maple Neck Strat, his longtime association with musical partner Bernard Edwards, his recording session with Daft Punk at New York’s Electric Lady studios and much more.

The co-founder of Chic, Nile Rodgers has written, produced, and performed on records that have sold more than 500 million albums and 75 million singles worldwide. He was recently placed #7 on Rolling Stone’s list of greatest guitarists of all time. As a four-time GRAMMY® Award-winning producer, songwriter, and studio collaborator, he is known for his work with David Bowie, Madonna, Daft Punk, Beyoncé, Diana Ross, INXS, Duran Duran, Lady Gaga, Grace Jones, Sister Sledge, Chic and countless others.

Contact [media@guitarcenter.com](mailto:media@guitarcenter.com) for additional media queries. [Click here](https://www.youtube.com/live/62_pGVr_1Ao?si=X0OqpQWzNEQ7Zoln) to watch the video.

**FOR MORE INFORMATION PLEASE CONTACT:**

Clyne Media | [pr@clynemedia.com](mailto:pr@clynemedia.com)

Guitar Center | [media@guitarcenter.com](mailto:media@guitarcenter.com)

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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/).

**About Nile Rodgers:**

Nile Rodgers is a Rock & Roll Hall of Fame inductee, Songwriters Hall of Fame inductee and a multiple GRAMMY® Award-winning songwriter, composer, producer, arranger, and guitarist. In 2023 he became the first creator to be awarded a Lifetime Achievement Grammy for his legacy in the same year as being awarded a Grammy for his work with Beyoncé on the smash hit “Cuff It”. As the co-founder of CHIC, Rodgers pioneered a musical language that generated chart-topping hits like "Le Freak”, the biggest selling single in the history of Atlantic Records, and sparked the advent of hip-hop with "Good Times." His work in the CHIC Organization including “We Are Family” with Sister Sledge and “I’m Coming Out” with Diana Ross and his productions for artists like David Bowie (“Let’s Dance”), Madonna (“Like A Virgin”) and Duran Duran (“The Reflex”) have sold over 500 million albums and 100 million singles worldwide while his innovative, trendsetting collaborations with Daft Punk (“Get Lucky”), Daddy Yankee (“Agua”), and Beyoncé (“Cuff It”, “Leviis Jeans”) reflect the vanguard of contemporary hits. Nile Rodgers’ impact on music production is not only evident in his chart-topping hits but also in his ability to innovate and adapt to evolving musical trends. His contributions continue to inspire generations of musicians and producers, cementing his status as a true icon in the history of modern music.

Photo file: GC\_Hollywood\_NileRodgers.JPG

Photo caption: Nile Rodgers, shown at GC’s flagship Hollywood, CA store on Friday, October 18, 2024