**A red logo with a guitar

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**\*\*\*MEDIA ALERT\*\*\***

**Guitar Center to host event celebrating 50 Years of Taylor Guitars at La Mesa, CA store on Saturday, June 1**

“An Afternoon with Andy Powers” will include discussion, demos, and Q&A highlighting classics and recent product launches with Andy Powers, Taylor CEO, President, and Chief Guitar Designer, as well as a short acoustic set by singer-songwriter and musician Hailey Knox

**WHO**: Guitar Center is teaming with Taylor Guitars for an exclusive event at the La Mesa, CA Guitar Center location. The event will feature discussion with Andy Powers, Taylor CEO, President, and Chief Guitar Designer, and a performance by singer-songwriter and musician Hailey Knox.

**WHAT**: Taylor and Guitar Center are partnering for an exclusive event at the La Mesa Guitar Center location on Saturday, June 1, 2024, to celebrate 50 Years of Taylor Guitars, telling the story of this legendary guitar manufacturer via its new 50th Anniversary Collection. The event will include discussion, demos, and Q&A highlighting classics and recent product launches with Andy Powers, as well as a short acoustic set by Hailey Knox. Since joining Taylor in 2011, Andy Powers has been responsible for many of the company's designs, including its V-Class bracing architecture, the American Dream acoustic line, and body styles including the Grand Pacific, Grand Theater and more.

Space is limited; [RSVP here](https://www.guitarcenter.com/Taylor-Andy-Powers-Event-RSVP.gc).

**WHEN**: Saturday, June 1, 2024, 3:00 to 5:00 p.m. PDT

**WHERE**: Guitar Center La Mesa

8825 Murray Drive

La Mesa, CA 91942-3327

Members of the media can RSVP to [media@guitarcenter.com](mailto:media@guitarcenter.com).

**FOR MORE INFORMATION PLEASE CONTACT:**

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Photo file: Taylor\_AndyPowers.JPG

Photo caption: “An Afternoon with Andy Powers” promotional graphic

**About Taylor’s 50th Anniversary Collection:**

Throughout 2024, Taylor is releasing the 50th Anniversary Collection, a curated collection of limited-edition guitars celebrating the diversity of the Taylor line. Some guitars in the collection draw inspiration from player-favorite models over the decades, and others showcase fine tonewoods, exquisite appointments and exacting craftsmanship.

**About Hailey Knox:**

Hailey Knox is a singer-songwriter, producer, and musician, known for her soulful acoustic guitar and loop pedal covers of popular songs by artists like SZA and Justin Bieber. Visit Hailey on [Instagram](https://urldefense.com/v3/__https:/www.instagram.com/haileyknoxmusic/__;!!FBl7RhjNdtJEi0k!torML02CbCL3XtB7scavmh612wlc-ZwLOTUHG88oBUWDwUP6hmNaU_Hr29PQ0ZLkn3z8QJtmzk8TQC5-RPfnrw$), [YouTube](https://urldefense.com/v3/__https:/www.youtube.com/channel/UCKEnWze8d-Rx-27zjQ1ks4A__;!!FBl7RhjNdtJEi0k!torML02CbCL3XtB7scavmh612wlc-ZwLOTUHG88oBUWDwUP6hmNaU_Hr29PQ0ZLkn3z8QJtmzk8TQC595Z0ULQ$) and [TikTok](https://urldefense.com/v3/__https:/www.tiktok.com/@haileyknox__;!!FBl7RhjNdtJEi0k!torML02CbCL3XtB7scavmh612wlc-ZwLOTUHG88oBUWDwUP6hmNaU_Hr29PQ0ZLkn3z8QJtmzk8TQC5v4dlpxg$).

**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/).