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**\*\*\*MEDIA ALERT FOR APRIL 11-14, 2024\*\*\***

**Guitar Center to host grand re-opening celebration for newly expanded Westlake Village location**

April 11-14 (Thursday evening through Sunday), rediscover the Westlake Village Guitar Center store, with special exclusive events and offers

**WHO**: Guitar Center, the world’s largest musical instrument retailer, celebrating the grand re-opening of its newly expanded store in Westlake Village, CA

**WHAT**: GC Westlake Village has added 2,500 Sq. Ft. of retail space. Mark your calendar for the grand re-opening weekend celebration, April 11-14. Rediscover the store and explore new interactive features, increased inventory, and an updated store layout. New features at the store include Platinum Room, expanded Acoustic Room, Recording Room, Pedal Table, Drum area, Keys area, Repairs area, and New Guitar Wall!

Don't miss out on exclusive events and offers all weekend long.

* LESSONS: 25% off your first lesson + Free registration AND get a free Epiphone electric guitar pack for the first 30 people who sign up in-store for their first month of lessons. Click [here](https://www.guitarcenter.com/Westlake-Village-Lessons-Offer.gc) for more details.
* Plus, on **Saturday, April 13, join us for an all-day Grand Re-opening Celebration Event featuring**:
	+ A live set from DJ/Producer, Val Fleury, who has spun for audiences around the world including parties and festivals such as **Coachella, Miami Music Week,** and **The Roots Picnic** and more.
	+ **At 2pm**, Enjoy a free group guitar lesson with acclaimed singer-songwriter Adam Melchor, followed by a Q&A session and special performance. Limited spots available – please RSVP [here](https://www.guitarcenter.com/Westlake-Village-Lessons-Offer.gc).
	+ And, keep the celebration going with food trucks and [more](https://stores.guitarcenter.com/ca/westlakevillage/101) fun for musicians of all ages!

**WHEN**: Thursday, April 11, through Sunday, April 14 (store hours: Mon-Sat 11am-9pm, Sun 10am-7pm)

* + Grand Re-Opening Celebration Event on **Saturday, April 13**

**WHERE**: Guitar Center Westlake Village

30730 Russell Ranch Rd.

Westlake Village, CA 91362 (at the Shoppes at Westlake Village)

Store phone: (818) 889-1729

Interested media will also have the opportunity to sit down with key members of GC’s management team, including the store’s Operations Manager Tyler Farina.

Contact media@guitarcenter.com to plan specific features or visit [www.guitarcenter.com/Westlake-Reopening-RSVP](http://www.guitarcenter.com/Westlake-Reopening-RSVP) for more details.

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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/).

**FOR MORE INFORMATION PLEASE CONTACT:**

Clyne Media | pr@clynemedia.com

Guitar Center | media@guitarcenter.com