



## **Guitar Center holds VIP vintage guitar event with special guest host, Joe Bonamassa**

*GRAMMY®-nominated Guitarist and longtime Guitar Center vintage customer Joe Bonamassa highlighted to attendees several of the rare instruments he has purchased over the years, followed by a performance of “Woke Up Dreaming,” honoring the life of his friend and legendary songwriter Will Jennings*

**Westlake Village, CA** (September 24, 2024) – Guitar Center Inc., the world’s largest omni-channel musical instrument retailer, held a VIP event on September 8, 2024, in the Vintage Room at its flagship Hollywood, CA store located on the iconic Sunset Blvd. The invitation-only event was geared towards Guitar Center’s longtime vintage customers and friends who were treated to the unveiling of the retailer’s latest curated collection of rare, high-value guitars, amps and accessories, plus it included a special appearance and performance by acclaimed blues-rock guitarist and singer-songwriter Joe Bonamassa. On hand for the event was Guitar Center’s Vintage Director Jack Hetherington and vintage buyer/appraiser Nick Conte, along with their complete team of vintage sales Associates.

The event began with Guitar Center’s Jack Hetherington welcoming the attendees and giving an overview on some of the rare, one-of-a-kind instruments in the newly curated collection that included a Telecaster prototype made of zebrawood (only two of which exist in the world); a Gibson Byrdland in walnut; a rare custom-finish 1965 Stratocaster in Firemist Silver; and a 1936 Gibson Trojan acoustic, to name a few.

The highlight of the evening was a private performance by GRAMMY®-nominated guitarist Joe Bonamassa, renowned for his soulful playing and extensive knowledge of vintage instruments. Bonamassa, who is known for his collection of rare guitars, took to the stage in an intimate setting, sharing stories about his long-term relationship with Guitar Center’s Vintage team and the various instruments he has purchased through GC, including a ‘59 Fender Esquire in Sunburst; a 1939 000-42 Martin acoustic; a custom colored Cherry SG Custom; and what Bonamassa calls “the Trash Bag Flying V.” Bonamassa went on to give an acoustic performance of the Will Jennings song “Woke Up Dreaming,” in honor of the legendary songwriter and personal friend who recently passed away. He received a standing ovation and then proceeded to sign autographs, discuss gear with the other vintage collectors and “hang” until the event ended.

“I’ve been coming to Guitar Center Hollywood for years and continue to find and purchase some of my most sought-after and beloved guitars in my collection,” said Bonamassa. These guitars aren’t just tools of the trade; they’re pieces of history, each with its own voice and story. It’s an honor to perform here tonight surrounded by such musical treasures.”

Also featured at the event at Guitar Center Hollywood store were a matching pair of SG Standards in Gibson’s Polaris White finish. What makes these so exceptional? Nick Conte explained, “Usually it [Polaris White] is only



on three pickup SGs [Customs] or SG Juniors, so to find a Standard is extremely rare in its own right. But to have two ... they'll never be in the same room again unless the same person buys both of them."

The Hollywood Vintage Room showcases a meticulously curated collection of rare and vintage guitars, amplifiers and accessories. From sought-after pre-CBS Fender Stratocasters to Gibson Les Pauls with rich history to rare and one-of-a-kind Martin acoustics, the room is a treasure trove for musicians, collectors and guitar aficionados. It aims to serve as a destination for both seasoned collectors and those looking to discover unique, one-of-a-kind instruments.

In addition to the Bonamassa performance along with cocktails (21+) and hors d'oeuvres, attendees had the opportunity to explore the Vintage Room, engage with Guitar Center's expert staff, and get hands-on with a selection of the rare guitars on display — offering musicians and collectors alike a chance to own a piece of music history. The Hollywood Vintage Room represents Guitar Center's continued commitment to fostering a deep connection between musicians and the instruments that define their sound. Located within Guitar Center's flagship Hollywood location, the Vintage Room solidifies Guitar Center Hollywood as a premier destination for guitarists worldwide.

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#### **About Guitar Center Vintage Room Hollywood**

With a dedicated vintage team and the ability to network with hundreds of vintage guitar experts around the world, Guitar Center's Hollywood Vintage Room is legendary for a reason, and the team takes pride in finding the rarest and coolest vintage pieces for players to geek out over and make their own. If you're looking to sell a treasured old instrument, or looking to add something special to your guitar arsenal, [Guitar Center Vintage](#) is a great place to start.

#### **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://guitarcenter.com).



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