



Furch Guitars launches major expansion of its US presence by letting players nominate new dealerships in “My Furch Store” contest, giving away 40 guitars.

Velké Němčice, Czech Republic, 5 October 2023 - Furch Guitars (Furch), one of the world's leading manufacturers of premium-quality all-solid-wood acoustic guitars, sets an ambitious goal of expanding its retailer network in the United States by adding up to 40 new dealerships by 2024. This strategic move coincides with the launch of the “My Furch Store” contest, offering participants the chance to win 40 Furch Little Jane travel guitars by nominating new prospective dealerships.

In a bid to expand its presence across the United States, Furch is committed to establishing 40 new dealerships by 2024. As part of the initiative, Furch is introducing the "My Furch Store" contest, an interactive campaign that empowers customers to play a vital role in selecting the next Furch retailer in the US. The contest enables guitar enthusiasts across the United States to vote for their preferred new Furch dealership on an interactive map featured on the MyFurchStore.com website. With each vote, participants not only contribute to the growth of Furch Guitars' presence in the US, but also have a chance to win one of 40 highly coveted Little Jane travel guitars. Over the span of 40 weeks, Furch will hold a weekly raffle, with one fortunate voter selected each week to receive an LJ10-CM Little Jane travel guitar. The contest is exclusively open to participants within the United States.

Commenting on this ambitious expansion and engaging contest, Petr Furch, Furch Guitars CEO, said, *"We are thrilled to make our guitars accessible to more players across the United States. Furch Guitars has always stood for allowing everyone to fully express their potential for musical creativity and performance, and we believe that involving our customers in selecting our dealerships is a fantastic way to expand while staying connected to the community that loves our instruments."* To learn





more about the contest, explore dealership locations, and cast your vote, visit <https://www.myfurchstore.com>

My Furch Store contest video teaser:

<https://www.youtube.com/watch?v=7dSk-QIZsfY>

About Furch Guitars

Founded in 1981, Furch Guitars (Furch) has worked its way up to become one of the world's leading manufacturers of all-solid-wood acoustic guitars and acoustic bass guitars. The company's production complex and head office are located in Velké Němčice in the municipality of Brno, Czech Republic. Furch instruments combine the company's extensive know-how in building handmade guitars with state-of-the-art technologies, production processes, and proprietary innovations. Thanks to that, the company is able to bring to the market premium-quality musical instruments with outstanding acoustic properties and excellent design parameters. Covered by a three-year warranty, Furch guitars are sold in 40 countries on five continents. Furch employs over 70 luthiers and craftsmen and makes in excess of 9,000 instruments annually. Furch guitars are the preferred choice of such artists as Al di Meola, Suzanne Vega, Per Gessle, Glen Hansard, and Calum Graham. For additional information, visit www.furchguitars.com.

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