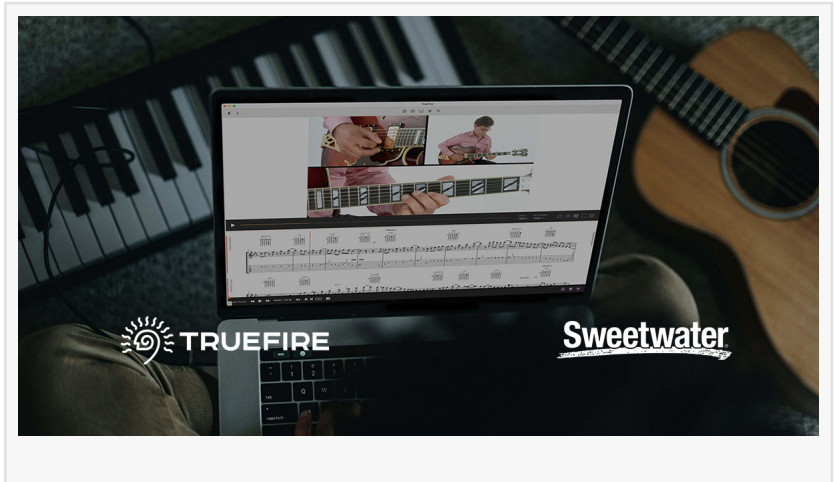


# TrueFire and Sweetwater Unite to Elevate Music Education and Empower Musicians Worldwide

ST. PETERSBURG, FL, UNITED STATES,  
September 18, 2024 /

[EINPresswire.com/](https://EINPresswire.com/) -- TrueFire, a leading platform in online music education, and Sweetwater, the No. 1 online retailer for music makers, are excited to announce a groundbreaking partnership. This collaboration is designed to amplify the educational resources available to musicians by combining TrueFire's vast library of online music lessons with Sweetwater's extensive reach and commitment to music education.



Since its founding in 1991, TrueFire has been at the forefront of online music instruction, offering more than 80,000 interactive video lessons across various instruments and genres. With a roster of over 400 top-tier educators, including GRAMMY Award winners and internationally recognized artists, TrueFire provides an unparalleled educational experience. The platform features multi-angle videos, interactive tabs, practice jam tracks, and a vibrant learning community catering to musicians of all levels.

Sweetwater, with its unmatched expertise in music gear and commitment to customer service, has long been a trusted resource for musicians worldwide. Through this partnership, Sweetwater customers will enjoy special access to TrueFire, which includes an extensive library of lessons, courses, and tools designed to enhance their musical journey.

"We're constantly looking for ways to further support musicians on their journey, and that includes increasing access to online music education lessons to meet artists where they are," explained David Fuhr, SVP and Chief Sales Officer, Sweetwater. "With TrueFire, we're excited to expand music makers' access through interactive lessons from GRAMMY Award-winning artists and renowned faculty, spanning a broad range of styles and skill levels."

Key Benefits of the TrueFire and Sweetwater Partnership:

**Exclusive Access:** Sweetwater customers will enjoy special access to TrueFire's comprehensive library of online music lessons, enabling them to explore new skills, genres, and techniques at their own pace.

**Seamless Integration:** This partnership will make it easier for Sweetwater customers to pair their gear purchases with high-quality educational content, ensuring they can make the most of their instruments and technology.

**Enhanced Music Education:** By combining TrueFire's educational expertise with Sweetwater's commitment to fostering musical growth, this partnership will provide musicians with the tools they need to succeed, whether they are beginners or seasoned professionals.

"TrueFire's mission has always been to ignite musical creativity, and we are thrilled to partner with Sweetwater to bring our world-class educational content to even more musicians," said Zach Wendkos, Chief Revenue Officer of TrueFire Studios. "This collaboration underscores our commitment to making high-quality music education accessible and inspiring for everyone."

This partnership represents a significant step forward in music education, merging TrueFire's digital prowess with Sweetwater's industry-leading expertise in music technology. Together, TrueFire and Sweetwater are poised to empower musicians worldwide, offering a comprehensive, accessible, and inspiring learning experience.

#### About TrueFire

Founded in 1991, TrueFire has collaborated with over 400 top educators to produce what Guitar Player Magazine calls "the planet's largest and most comprehensive selection of online guitar lessons." More than 3 million guitar players from virtually every country in the world learn, practice, and play with TrueFire's interactive video courses and patented learning systems for personalized and private online instruction. For more information, visit: <https://truefire.com>

#### About Sweetwater

The No. 1 online retailer for music makers, Sweetwater is trusted and beloved by millions of musicians, sound engineers, band and orchestra directors, and podcasters who rely on the company to help advance their musical and creative journeys. From beginners to rock stars, music makers everywhere seek out Sweetwater's industry-leading expertise, including in-depth product videos to inform their purchases and unrivaled post-care support.

Headquartered in Fort Wayne, Indiana, and founded in 1979, Sweetwater Sound, LLC credits its four decades of profitability to its now 3,000 employees and its deep understanding of the profound connection that music makers have with their craft, their gear and the creative process. Sweetwater is amplifying change through music, lifting up communities by creating, empowering, and caring about the music makers of tomorrow and today. For more information, visit: <https://www.sweetwater.com/>.

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