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## ***NEWS RELEASE***

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**FOR IMMEDIATE RELEASE:**

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### **SPECTRA CELEBRATES 10<sup>TH</sup> ANNIVERSARY AT SANDLER CENTER FOR THE PERFORMING ARTS BY GIVING AWAY TICKETS TO EVERY EVENT IN 2018**

#### ***YNot Every Event Registration Begins Now And Ends November 30***

Virginia Beach, VA – Spectra, providers of venue management to the Sandler Center for the Performing Arts, is celebrating their 10<sup>th</sup> anniversary by announcing their annual “YNot Every Event” promotion. In partnership with the Ted Constant Convocation Center in Norfolk, VA, ODU Athletics, and YNot Italian, one lucky winner will win two tickets to every event at the three venues and pizza for a year.

“We are proud and excited to be celebrating 10 years,” states Spectra’s David Semon, General Manager of the Sandler Center for the Performing Arts. “The City of Virginia Beach has continued to support the events that we are producing and it’s through that continued support that we remain a frequent stop for world-class talent.”

On November 1, 2007, Sandler Center was dedicated by the City of Virginia Beach. Sandler Center hosted its first event, Itzhak Perlman, two days later on November 3, 2007. Since then, 4,579 events have occurred at the performing arts hall over the past 10 years.

Sandler Center for the Performing Arts is home to 10 resident art organizations, including Ballet Virginia International, Symphonocity, Virginia Symphony Orchestra, Tidewater Winds, Virginia Beach Chorale, Virginia Beach Forum, Virginia Arts Festival, Virginia Musical Theatre, Governor’s School for the Arts and Virginia Beach Public Schools. These resident art

organizations presented 169 events last year, bringing the total to 1,424 events at Sandler Center over the past 10 years.

Over the past decade, Sandler Center has seen several notable milestones

- 1,315,933 patrons have attended events at the Sandler Center
- The Sandler Center has put on approximately 4,579 events in the past 10 years
- 82 Sellouts including Tedeschi Trucks, B.B King, Kenny Rogers, Loretta Lynn and more
- 40 Grammy Award-winning artists
- First concert - Itzhak Perlman on November 3, 2007
- First sellout - Tony Bennett December 14, 2007
- 111 “YNot Wednesday’s?” Summer Concerts
- 31 Out of the Box Winter Concerts
- Hosted 30 exhibits from over 55 local artists in the Sandler Center Art Gallery
- 25 volunteers and staff members have worked at the Sandler Center since its doors opened in 2007

“YNot Every Event” registrants can enter to win tickets to every event in the 2018 calendar year at all three venues. Upcoming events at the Sandler Center for the Performing Arts include Black Jacket Symphony performing Led Zeppelin’s IV on November 11; Tommy Emmanuel and David Grisman C.G.P. & DAWG Tour on November 16; Virginia Musical Theatre presented Freaky Friday from December 1-3; Tidewater Betrig Winds on December 4; Ballet Virginia International presents The Nutcracker from December 15-17; Travis Tritt on January 12; Tango Fire on January 29; The Chieftains on March 6 and many more.

For a complete listing of upcoming events at the Sandler Center for the Performing Arts or to register to win “YNot Every Event” please visit [www.ynotix.com](http://www.ynotix.com)

### **About the Sandler Center for the Performing Arts**

The Sandler Center for the Performing Arts opened on Nov. 3, 2007, and is professionally managed by Spectra Venue Management ([spectraexperiences.com](http://spectraexperiences.com)), formally Global Spectrum. With its soaring glass façade revealing the magnificent lobby, the grand staircase and glittering chandelier, Sandler Center beckons patrons from its location in the heart of Virginia Beach’s Town Center.

With 1,300 seats, the Sandler Center is an adaptable, acoustically superb space suited for virtually every kind of live performance. In addition to performances for audiences of all ages, the Sandler Center enriches the life of the Virginia Beach community with arts education programs, including student matinees, in-school performances and master classes with renowned artists. To learn more about the Sandler Center, visit [www.sandlercenter.org](http://www.sandlercenter.org).

### **About Spectra**

Spectra by Comcast Spectacor is an industry leader in hosting and entertainment, partnering with clients to create memorable experiences for millions of visitors every year. Spectra’s unmatched blend of integrated services delivers incremental value for clients through several primary areas of expertise: Venue Management, Food Services & Hospitality, Ticketing & Fan Engagement and Corporate Partnerships. Learn more at [SpectraExperiences.com](http://SpectraExperiences.com).

### **About Comcast Spectacor**

Comcast Spectacor is part of Comcast Corporation, a global media and technology company that operates Comcast Cable and NBCUniversal. Comcast Spectacor's three core businesses are the National Hockey League's Philadelphia Flyers, the Wells Fargo Center Complex and Spectra, a hosting and entertainment firm specializing in Venue Management, Food Services & Hospitality, Ticketing & Fan Engagement and Corporate Sponsorships. Learn more at [ComcastSpectacor.com](http://ComcastSpectacor.com).

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