

## FOR IMMEDIATE RELEASE

### VENUE COALITION PROMOTES ANDREW PRINCE

**WESTLAKE VILLAGE, CA (January 24, 2012)** - Venue Coalition announced today that Andrew Prince has been named Executive Vice President of the venue consulting organization. In his expanded role, Prince will extend his reach to new content providers both in North America and foreign territories in an effort to bring new business opportunities to Venue Coalition members.

"Andrew has played a key role in building this organization from the ground up. His focus on identifying new programming opportunities for our arena members is critical to servicing our members and servicing the industry," commented Jeff Apregan, the company's President and Founder. In addition to overseeing the day-to-day operations of Venue Coalition, Prince will help to chart the course of the organization in the coming years.

Prince, who has been with the organization since its inception, added, "It has been a great experience working closely with our clients and colleagues to build Venue Coalition into what it has become today. As the industry becomes more transparent, it will be important for us to stay ahead of the curve while providing value to our facilities and touring attractions worldwide. I look forward to leading this organization into the future."

In the past year, Venue Coalition has helped its members secure a wide variety of incremental music and non-music events including Zac Brown Band, Reba McEntire, Jeff Dunham, Trans-Siberian Orchestra, The Wiggles, Yo Gabba Gabba, Celtic Woman, Avenged Sevenfold, Rock & Worship Roadshow, Winter Jam and Enrique Iglesias. This year is off to a busy start with dates on the books for Jason Aldean, Cirque Du Soleil, Miranda Lambert, Blake Shelton, Mannheim Steamroller, Riverdance, Blue Collar Comedy Tour and Mythbusters.

### ABOUT VENUE COALITION

Venue Coalition was formed in Fall of 2005 with only 9 participating arenas in Western Canada. Today, the organization has nearly 60 arena members in both secondary and major markets throughout North America. On behalf of its members, Venue Coalition is actively engaged in booking concerts and entertainment events into its arena and theatre venues.

Research, relationships, industry information and collective marketing initiatives benefit Venue Coalition arenas and support their booking efforts. With combined experience of over 50 years, Venue Coalition provides talent buying and booking consultation in a variety of live entertainment genres, including, but not limited to: music, sports, theatre, comedy, and family events.

For more information, please visit: [www.venuecoalition.com](http://www.venuecoalition.com)

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