

FOR IMMEDIATE RELEASE

VENUE COALITION PROMOTES ERIC GARDNER

WESTLAKE VILLAGE, CA (August 15, 2011) - Venue Coalition proudly announced today that Eric Gardner has been promoted to Booking / Operations Manager. With an advanced degree in Music Business from Berklee School of Music, Gardner joined Venue Coalition less than three years ago and has made an immediate impact to the service it provides to its nearly 60 members venues.

"Eric has invested so much time and developed such great communication with our members, we were pleased to offer him this opportunity," noted President, Jeff Apregan. Vice President, Andrew Prince added, "Eric has played a critical role in the expansion of this organization operationally and has provided great booking support for our members. We're excited for Eric and look forward to his growth within this organization."

In his new role, Gardner will work more closely with Venue Coalition members to help identify new programming opportunities for their venues, support their booking needs while also helping the Venue Coalition staff to develop new systems and procedures to maximize operational efficiencies. "This is a great opportunity for me. We have a great working relationship with our members and I'm excited to step up and deliver quality results," said Gardner.

In the past year Venue Coalition has helped its members secure a wide variety of incremental music and non-music events including Cirque Du Soleil, Jeff Dunham, Trans-Siberian Orchestra, Wiggles, Yo Gabba Gabba, Rock & Worship Roadshow, Reba McEntire, Miranda Lambert, Zac Brown Band, Mannheim Steamroller, Riverdance, Celtic Woman, Jason Aldean and Bill Gaither among many others.

ABOUT VENUE COALITION

Founded in 2005, Venue Coalition began with a membership consisting of 9 arenas in Western Canada. Today, the company represents nearly 60 arenas in North America and acts as a programming advocate for its participating venues, which are located in small, mid-sized and major markets. Research, relationships, industry information and collective marketing efforts 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

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