



**BON JOVI
OPENS UP THEIR "BECAUSE WE CAN – THE TOUR" PRODUCTION
TO LOCAL COLLEGE STUDENTS
AT LOUISVILLE CONCERT ON MARCH 14**

Bellarmine University Students Chosen to Spend the Day Getting a Behind-the-Scenes Glimpse into the World of Entertainment and Touring

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Louisville, Ky. (March 4, 2013) - In the spirit of Bon Jovi's commitment to community, the band has opened up their 2013 tour production to local college students through the "Bon Jovi 'Because We Can' Community Service College Campaign." Selected based on their exemplary volunteer efforts and community leadership skills, six students from Bellarmine University will gain hands-on experience in different areas of tour production when the "BON JOVI Because We Can – The Tour" stops at KFC Yum! Center on March 14. The students will work closely with Bon Jovi tour management & production teams to learn the ins and outs of what it takes to put together a major tour production; and the students will have the chance to see all the pieces come together as the band takes the stage for the show that night.

Winnie Spitz, Undergrad Chair for Bellarmine University's School of Communication said she was overjoyed to give her students the chance to witness what goes into running a venue during a large concert.

"I am thrilled to send six of my brightest students to be roadies for a day with the Bon Jovi Tour. These students spend so much time in service- to their workplace, their school and their community- and I am delighted that they are being awarded with this opportunity-of-a-lifetime. I look forward to hearing their backstage stories!"

Fans at the show will experience an unforgettable night of chart-topping hits, as well as the live debut of new tracks from Bon Jovi's upcoming album **WHAT ABOUT NOW**, to be released March 12th on Island Records. The album's first single, "[Because We Can](#)," was the biggest single launch in the iTunes era of the band's storied career, and the track's video can be viewed [here](#). The album cover for **WHAT ABOUT NOW** has also unleashed an exciting and unprecedented interactive experience for fans via the free [Bon Jovi App](#). Open the Bon Jovi app, click on Augmented Reality and point your phone at the **WHAT ABOUT NOW** artwork wherever it appears, and you will see the album artwork come to life before your eyes.

Tickets for the show are on sale now and range from \$19.50 to 189.50 with additional VIP options also available. For more information visit www.kfcyumcenter.com.

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The KFC Yum! Center is Louisville's newest multi-purpose arena that boasts a total of 721,762 square feet while offering an arena bowl exceeding 22,000 seats and four meeting rooms spanning approximately 34,000 square feet all within walking distance of more than 4,200 hotel rooms in downtown Louisville. It is home to the University of Louisville men's and women's basketball programs and is ideal for concerts, conventions, corporate events, family shows, ice shows, wrestling and more. The KFC Yum! Center is a state of the art facility with advance technology capabilities that is owned by the Louisville Arena Authority and managed by AEG Worldwide. For more information, visit www.kfcyumcenter.com.

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