



## KFC Yum! Center Attracts Nearly 100,000 Guests During Six Events in Seven Days

**Contact:** Sandra Moran  
Director of Marketing  
(502) 991-1546

Deanna Southerling  
Marketing Specialist  
(502) 690-9014

**Louisville, Ky. (February 22, 2016)** – AEG Facilities’ [KFC Yum! Center](#) continues to provide a plethora of entertainment options, and the community and surrounding areas continue to respond. During the third week of February, the venue successfully held six events in seven days, making it one of the busiest weeks in the arena’s history. Among the highest grossing stops on both tours, Blake Shelton and Bruce Springsteen’s sold-out concerts entertained audiences while University of Louisville basketball fans cheered on the Cards for two women’s and two men’s games, including the sold out men’s game against Duke.

The impact reached far beyond the arena’s walls as downtown and surrounding areas experienced a huge financial gain—71 percent of Bruce Springsteen’s and 47 percent of Blake Shelton’s attendees came from outside the Louisville/Southern Indiana region, filling area restaurants and hotels. During the seven-day span, total attendance reached more than 95,000.

Conversion crews and other staff at the arena worked around the clock to ensure a smooth transition from one event to another. The conversion process to transition between a concert set up to basketball or vice versa can take up to eight hours. With tours leaving the building as late as 4 am, the conversion staff is often left with a daunting task to have the building ready for early basketball games when they occur on consecutive days.

General Manager for the arena, Dennis Petruzzo, said his staff was prepared for the seven-day run well in advance. “It takes a lot of work from a very capable staff to ensure that weeks like these run as flawlessly as possible. We have a team who knows what they’re doing, and takes a great deal of pride in their work,” said Petruzzo. “I was thrilled with the positive response from our community, the hard work and dedication of our employees, and the financial outcome for the arena and surrounding businesses.”

“The people of Louisville and those who visit our community love this venue; it truly has become the place to be if you want to see a concert or watch a basketball game,” said Petrullo. “While we celebrate our successes, we also continue to work to provide more great entertainment options for the city.”

The next event being hosted at the arena is WWE Live Road to WrestleMania on Saturday, February 27. For more information on this or other upcoming events, please visit [kfcyumcenter.com](http://kfcyumcenter.com).

###

#### **About the KFC Yum! Center**

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](http://www.kfcyumcenter.com).

#### **About AEG Facilities**

AEG, a wholly owned subsidiary of the Anschutz Corporation, is the leading sports, entertainment and venue operator in the world. AEG Facilities, a stand-alone affiliate of AEG, owns, operates or consults with more than 100 of the industry’s preeminent venues worldwide, across five continents, providing complete venue management, as well as specialized programs in operations, guest services, ticketing, booking, sales and marketing. AEG Facilities also provides resources and access to other AEG-affiliated entities, including live event producer, AEG Live, AEG Global Partnerships, AEG Development, AEG 1Earth, AEG Encore and AEG Creative to support the success of AEG venues across the globe. The Los Angeles-based organization owns, operates or provides services to the world’s most elite venues, including KFC Yum! Center (Louisville, Ky.), STAPLES Center (Los Angeles, Calif.), StubHub Center (Carson, Calif.), Microsoft Theater (Los Angeles, Calif.), Sprint Center (Kansas City, Mo.), AmericanAirlines Arena (Miami, Fla.), Prudential Center (Newark, N.J.), Target Center (Minneapolis, Minn.), BBVA Compass Stadium (Houston, Texas), Oracle Arena and O.co Coliseum (Oakland, Calif.), CONSOL Energy Center (Pittsburgh, Penn.), Valley View Casino Center (San Diego, CA), Rabobank Arena (Bakersfield, Calif.), Mercedes-Benz Arena (Shanghai, China), MasterCard Center (Beijing, China), The O2 Arena (London, England), AccorHotels Arena (Paris, France), Mercedes-Benz Arena (Berlin, Germany), Barclaycard Arena (Hamburg, Germany), Ahoy Arena (Rotterdam, Netherlands), Itaipava Arena Pernambuco (Recife, Brazil), Allianz Parque (Sao Paulo, Brazil), Allphones Arena (Sydney, Australia), Ülker Sports Arena (Istanbul, Turkey), Ericsson Globe Arena (Stockholm, Sweden) and the Oman Convention and Exhibition Center (Muscat, Oman). For more information, please visit [aegworldwide.com](http://aegworldwide.com).