



KFC Yum! Center Hosts a Five Day Span of Events, Including Sold-Out shows

Contact: Sandra Kendall
Marketing Manager
(502) 690-9278

Audrey Flagg
Marketing Coordinator
(502) 690-9014

Louisville, KY (November 6, 2012) – AEG Facilities proved it has obtained another powerhouse after taking over management of the KFC Yum! Center in July. During the first week of November, the Louisville, Ky. venue successfully held five consecutive events. Among the highest grossing stops on both tours, Justin Bieber’s sold-out show and Bruce Springsteen’s Wrecking Ball Tour entertained audiences between a sold out University of Louisville men’s basketball game, a UofL women’s basketball game and a UofL women’s volleyball game. Attendance during the five day span reached more than 69,000, with concession sales at nearly \$15 per cap at Springsteen, \$11 per cap for men’s basketball, and merchandise sales totaling \$412,000 for the two concerts.

Conversion crews and other staff at the arena worked around the clock to ensure a smooth transition from one event to another. General Manager for the arena, Dennis Petrullo, said his staff was prepared for the five-day run well in advance. “It takes a lot of capable staff to ensure that weeks like these run as flawlessly as possible. We have a staff who knows what they’re doing, and takes a lot of pride in their work,” said Petrullo. “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.”

Bob Newman, president of AEG Facilities believes it is important that facilities get experienced in quick turnarounds. “In this business you must have the ability to be flexible and precise at the same time. Despite having a new management team, the cohesion among KFC Yum! Center staff members is highly recognizable after the success of these events.”

AEG has been the booking firm for the KFC Yum! Center since the arena opened in 2010, but recently took over as the managing entity. After a very successful first few months, the company is looking forward to its bright future with the versatile facility.

“The people of Louisville and those who visit our community love this venue; it’s a beautiful building and it is well-run. While we celebrate our successes, we also continue to work to provide more great entertainment options for the city.”

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