

**#BESTYEAREVER: AUGUSTA-RICHMOND COUNTY COLISEUM AUTHORITY  
AND SPECTRA BY COMCAST SPECTACOR RECORD BEST YEAR EVER AT  
AUGUSTA ENTERTAINMENT COMPLEX**

**CELEBRATE #BESTYEAREVER WITH THE BIG TICKET SWEEPSTAKES**  
*One Lucky Fan to Win Two Tickets to Every Event  
at Augusta Entertainment Complex for a Year!*

**Augusta, Ga. (Sept. 3, 2015)** – Spectra by Comcast Spectacor, the provider of Venue Management, Food Services & Hospitality, and Ticketing & Fan Engagement services to the Augusta Entertainment Complex, today informed the Augusta-Richmond County Coliseum Authority that the most recently completed fiscal year was the most successful year ever (#BESTYEAREVER) at the Complex.

According to Cedric Johnson, Augusta-Richmond County Coliseum Authority Chairman, Spectra and the Authority improved the facilities' net operating position by \$260,117, a 57 percent increase over last fiscal year. These results reflect the continuing success of Spectra and the Authority in finding ways to decrease costs while at the same time enhancing the customer experience at the Complex. The Authority first hired the three Spectra divisions in 2008 to leverage industry relationships and bring entertainment to Augusta, while reducing the annual operating deficit at the Complex. Since that time, Spectra has cut the Authority's annual operating subsidy in half (from an initial subsidy of \$1.2 million) and the Augusta Entertainment Complex has been established as an entertainment destination for the region, generating over \$31.5 million in gross sales since 2008.

"Spectra continues to achieve new levels of operational excellence while ensuring the James Brown Arena and Bell Auditorium are the premier entertainment venues in our region," says Chairman Cedric Johnson, Augusta-Richmond County Coliseum Authority. "Engaging all three divisions of Spectra to manage the James Brown Arena and Bell Auditorium has proven to be a home run for us.

"The financial return, the synergies that result from having common goals

and the unified customer service strategy is first class,” added Johnson. “I have seen first-hand how Spectra’s one-team approach creates more impact, which is so important for venues like ours”.

“We take great pride in delivering unforgettable customer experiences,” said Spectra’s Chris Bird, General Manager of the James Brown Arena and Bell Auditorium. “We are particularly grateful for the support of the promoters, agents, and managers who bring their shows to the CSRA, to our client, partners and sponsors, and of course, to our guests who are at the center of everything we do.”

More than 236,000 customers visited the James Brown Arena and Bell Auditorium in 2014-15, attending 96 different concerts, Broadway shows, comedies, and family shows. These events included Elton John, The Beach Boys, Kevin Hart, Alan Jackson, The Harlem Globetrotters, Jay Leno, John Fogerty, The O’Jays, WWE, Jerry Seinfeld, Mamma Mia, Heart, Paramore, Rickey Smiley, and Augusta Beerfest.

### **The Big Ticket Sweepstakes**

**In celebration of the Augusta Entertainment Complex having its #BESTYEAREVER, by entering The Big Ticket Sweepstakes, one lucky fan will win the opportunity to receive two tickets to every ticketed event at the James Brown Arena and The Bell Auditorium in the upcoming season.**

To enter the contest, fans must visit [www.augustaentertainmentcomplex.com](http://www.augustaentertainmentcomplex.com) or go to the James Brown Arena or Bell Auditorium Facebook pages at <https://www.facebook.com/theJBA> or <https://www.facebook.com/TheBellAuditorium>. Entries will be collected until Thursday, Sept. 24, 2015 at 11:59 p.m.

Fans will enter to win a pair of tickets to every ticketed event at the two venues including Miranda Lambert, The AvettBrothers, Corey Smith, Disney on Ice, Kicks 99 Guitar Pull, Mike Epps, Jersey Boys, WWE, The Harlem Globetrotters, and many more! Events will continuously be added to the venues’ 2015-16 schedule throughout the coming months. The winning fan will also receive a free pizza every week from Mellow Mushroom from Oct.

1, 2015 through Sept. 30, 2016.

The Big Ticket Sweepstakes winner will be announced live on-air on KICKS 99 FM and WHHD 98.3 FM on Friday, Sept. 25, 2015 at 5 p.m. and posted on the James Brown Arena and Bell Auditorium Facebook pages.

**About Spectra:**

Spectra by Comcast Spectacor is the expert in hosting and entertainment, partnering with over 300 clients at 400 global properties to create memorable experiences for millions of visitors every year. Spectra's expertise is embodied within three divisions: Venue Management (formerly Global Spectrum), Food Services & Hospitality (formerly Ovations Food Services) and Ticketing & Fan Engagement (formerly Paciolan). Learn more at [SpectraExperiences.com](http://SpectraExperiences.com).

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