



For Immediate Release

ROCK 'N' ROLL ICONS KISS PARTNER WITH HIRING OUR HEROES AND VET TIX TO SUPPORT MEMBERS OF THE NATIONAL GUARD AND RESERVE FORCES IN PORTLAND

PORTLAND, ME. (Jun. 27, 2016) – America's # 1 Gold Record Award Winning Group of all time in all categories KISS have partnered with Hiring Our Heroes (HOH) and Veteran Tickets Foundation (Vet Tix) to salute members of the National Guard and military Reserve forces in over 30 U.S. cities during their 2016 'KISS: Freedom to Rock' tour, which makes a stop in Portland at Cross Insurance Arena on Sunday, September 4.

KISS will hire a currently serving member of the National Guard or Reserve force to be a "Roadie for the Day" for each of the 32 U.S. concerts including the show in Portland on September 4. In addition, KISS will donate a limited number of tickets to veterans in each community and distribute those tickets through VetTix.org. Veterans and their family members will also have the chance to purchase discounted tickets through Vet Tix. Military discounts will also be available at venue box offices with proof of a valid military ID in select markets around the country. Please note this offer is not available in all cities – please consult www.kissonline.com for exact details.

The U.S "KISS: Freedom to Rock" tour stops are all home to a large number of Army and Air National Guard or Army, Navy, Air Force and Marine Corps Reserve members. Since September 2001, hundreds of thousands of Guards and Reserve members have been recalled to active duty, and many have deployed to Iraq and Afghanistan. Nearly 900 of these brave men and women made the ultimate sacrifice.

KISS' founder Paul Stanley said "KISS is celebrating our "Freedom To Rock" tour this summer; the same freedom that's been upheld by our veterans and active duty service members"

KISS' other mastermind Gene Simmons stated, "We are proud to partner with HOH and Vet Tix to highlight the incredible commitment and sacrifices of hometown heroes serving in the National Guard and Reserve forces. Many of these heroes have given a lot—and some have given all—and we will honor them in every town we tour."

From the President of Hiring Our Heroes and a Vice President at the U.S. Chamber of Commerce, "Our members of the National Guard and Reserve are called upon at a moment's notice and they drop everything to respond. It is fitting that we honor these often invisible heroes in their communities and hometowns as part of the 'Freedom to Rock' tour," said Eric Eversole.

"Getting the opportunity to partner with Hall of Fame rockers is an amazing opportunity," said Mike Focareto, CEO of Vet Tix. "KISS fans get much more than live music and a pyrotechnics show; they get a chance to create unforgettable memories with their family and friends. We're excited to make this experience possible to our Vet Tix family."

Cross Insurance Arena (crossarenaportland.com), is a multipurpose arena located in downtown Portland, ME, and operated by Spectra Venue Management. The arena, home to the Portland

Pirates (AHL), was built in 1977 and underwent major renovations in 2013. Reopening in February 2014, the facility boasts updated technology, larger concourse space, premium seating options and additional meeting space. Cross Insurance Arena's diverse offerings ensure something for everyone, including Pirates hockey, concerts, family shows, trade shows, high school and collegiate sporting events, graduations and many more events.

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