



For Immediate Release

SPECTRA BY COMCAST SPECTACOR SETS RECORD ATTENDANCE AT SANDLER CENTER FOR PERFORMING ARTS DURING 2016 YNOT WEDNESDAY CONCERT SERIES

Virginia Beach, Virg. (Sept. 13, 2016) – Spectra by Comcast Spectacor, the provider of Venue Management and Ticketing & Fan Engagement at the Sandler Center for the Performing Arts, celebrates a record-breaking year for the Ynot Wednesday summer concert series. The 14-week-series which features a variety of music genres ranging from rock to country to Motown and a Jimmy Buffet style band concluded August 31, 2016. Spectra by Comcast Spectacor at the Sandler Center has hosted the free event for eight consecutive years. This year’s combined attendance was over 42,800 patrons averaging close to 3,000 patrons per event.

“YNot Wednesdays are entertaining and they draw a tremendous amount of people who experience all of the offerings of Town Center,” said Virginia Beach Economic Development Director Warren D. Harris. “Concert goers have an opportunity to hear great music, shop and dine at the many establishments available. It’s been a tremendous success in terms of economic impact, and we look forward to next year’s series.”

Crowd favorites, The Deloreans, returned to the plaza twice this year providing the ultimate 80’s tribute band experience covering the most legendary artist and nostalgic songs from yester years. On June 22 The Deloreans broke attendance records for a single performance when they played to 5,611 people on plaza, exceeding the average attendance by more than 2,000 people.

“Virginia Beach Town Center has embraced YNot Wednesdays on the Sandler Center plaza since we began the series back in 2009. This community support has helped surpass attendance numbers year after year,” stated Spectra’s David Semon, General Manager of Sandler Center for the Performing Arts, “The progressive success of this event could not be obtained without crediting the support of Town Center, The City of Virginia Beach and all the partners that make this event possible.”

Title sponsor, Ynot Italian returned for the sixth year serving up delicious pizza, sandwiches, and gelato all season. Also returning this year was the Virginia Beach Farmers Market with local farmers and their fresh produce as well as the indoor Artisan Market showcasing local artist handmade and handcrafted items. Proceeds from YNot Wednesday benefited the Sandler Center Foundation which works to sustain world-class programming and educational opportunities for citizens and visitors of Virginia Beach, YNot Wednesdays will be back next summer with an all new line up. For additional information on YNot Wednesday or upcoming events at Sandler Center please visit www.SandlerCenter.org

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.

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