



For Immediate Release

SPECTRA BY COMCAST SPECTACOR UNVEILS NEW PROTECTIVE EVENTDECK TO COVER ICE FLOOR AT MACON COLISEUM

Macon, GA – November 28, 2016 Spectra by Comcast Spectacor, the providers of Venue Management, Food Services & Hospitality and Ticketing & Fan Engagement to the Macon Coliseum, today unveiled a new protective flooring by EventDeck to cover the ice floor at the Macon Coliseum. The \$91,000-floor, which was approved by the Macon-Bill County Commissioners on October 18, will enable Spectra to not only reduce costs associated with ice maintenance between events, but to also increase the operational efficiency of the playing surface.

In addition, with the new protective flooring, Spectra can increase bookings by covering the floor and creating new opportunities to host additional events.

EventDeck Ice (EDIce) is the premier temporary flooring solution for converting an ice arena into a multi-use facility. This new floor will allow Spectra to seamlessly transition from hockey to another event quickly and economically without melting or damaging the ice.

During the 2015-2016 hockey season, the ice was removed approximately six times to accommodate other events at an average cost of roughly \$10,000 per removal. The new floor will eliminate those additional costs by allowing the ice to remain insulated underneath the EventDeck flooring. Additionally, the seamless transition will allow for more events to be added to the Macon Coliseum calendar.

“This new EventDeck ice floor enables us to operate more efficiently while securing new and exciting opportunities for the region,” said Spectra’s Brian Martin, Assistant General Manager of the Macon Coliseum and Macon City Auditorium.

The new protective flooring was installed on Monday, November 28 following a weekend of Macon Mayhem hockey and ahead of the weekend run of Sesame Street Live: Elmo Makes Music, which takes over the Coliseum from December 3 until December 4.

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About Spectra

Spectra by Comcast Spectacor are 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.

Comcast Spectacor is part of Comcast Corporation, a global media and technology company that operates Comcast Cable and NBCUniversal. Headquartered in Philadelphia, Pa., Comcast Spectacor’s three core businesses are the National Hockey League’s Philadelphia Flyers, the Wells Fargo Center venue, and Spectra, the expert in hosting and entertainment through its Venue Management, Food Services & Hospitality, and Ticketing & Fan Engagement divisions. Visit us at www.ComcastSpectacor.com for more information.

