



FOR IMMEDIATE RELEASE

**SPECTRA BY COMCAST SPECTACOR COMMEMORATES TENTH ANNIVERSARY OF CFE ARENA WITH
YEARLONG CELEBRATION**

Orlando, FL – University of Central Florida (UCF) and Spectra by Comcast Spectacor, the providers of Venue Management at the CFE Arena, are marking 10 years since its opening in 2007 with a year-long celebration of special events and giveaways. Spectra will also show the history of CFE Arena via commemorative social media posts. Follow CFE Arena on Facebook (facebook.com/cfearena), Twitter (@CFEArena), and Instagram (@CFEArena).

CFE Arena serves as the home for the UCF men's and women's basketball teams, as well as graduation ceremonies for UCF, surrounding colleges, and high schools. In addition, CFE Arena has hosted over 250 concerts, comedy shows, family events and speaking engagements, including performances from Reba McEntire, Cirque du Soleil, Sesame Street, Elton John, Lady Gaga, Tool, Drake, Carrie Underwood, Michael Bublé, Robin Williams, Bob Dylan, and Paul Simon, as well as speeches by President Obama, former President Clinton and President-elect Trump.

Over the past decade, Spectra has seen several notable milestones. They are...

- 120,388 UCF Graduates since opening
- Over 3 Million Ticketed Patrons
- 54 Grammy Winners Performed
- First Concert: Reba McEntire – September 8, 2007
- First Sellout and Largest Concert Attendance: Elton John (9,921) – November 10, 2007
- Fastest Sellout – 37 minutes (Tool; concert was held on January 28, 2016)
- 332 Basketball Games
- Largest Basketball Game attendance: 9,825 (UCF Men vs. Memphis on January 10, 2009)
- Most Points Scored at Home by UCF: 115 (UCF Men vs. West Florida on November 12, 2010); 98 (UCF Women vs. Oakland on November 17, 2014)
- Individual Game High Scored by UCF Player: Men - 45 (Jermaine Taylor on February 25, 2008 vs. Rice); Women – 41 (Zykira Lewis on November 14, 2014 vs. FAU)
- 87,666 (or 8.3 miles) Hot Dogs sold
- 9,628,228 ounces of soda and water sold

“CFE Arena’s first decade has already seen an incredible caliber of talent that is largely unheard of for an on-campus arena, but we believe the best is yet to come,” said Brian Hixenbaugh, Spectra’s General Manager for CFE Arena. “Without the support of the Central Florida community, this kind of success would not be possible, and for that, I thank them,” added Hixenbaugh.

In addition to hosting great events and providing memorable experiences for its guests, CFE Arena is widely regarded as one of the top arenas in its size category. *Venues Today Magazine* has recognized CFE Arena as a “Top Stop” for

eight of its ten operating years. Pollstar has also recognized CFE Arena as one of the country's top on-campus college arenas.

Unique to CFE Arena, and arguably its most well-known event, is the annual holiday festival, Light Up UCF—a snowfilled, winter wonderland on the palm tree-lined plaza of CFE Arena from mid-November through early January. The event attracts tens-of-thousands of people each season and features ice skating, thrill rides, holiday attractions, and a stunning light show with falling snow. This year will mark Light Up UCF's 10th year as well.

None of this could be possible without talented staff dedicated to making the arena shine. "Spectra has made an extraordinary impact on campus and in the Central Florida community during the CFE Arena's first ten years," reflected Associate VP for University Services, Curtis Sawyer. "Out of many notable partnerships and enviable achievements at UCF, the CFE Arena stands as one of the university's shining stars. This is a testament to a hardworking and loyal partner who is woven into the very fabric of the university family."

Much of what is happening in 2017 at CFE Arena has yet to be announced, but tickets are on sale now for UCF Basketball games, The Festival of Laughs featuring Mike Epps and Arsenio Hall (February 3), The Valentine's Music Festival featuring Keith Sweat and Bobby Brown (February 12), Casting Crowns (March 17), and Katt Williams (March 18). In addition to hosting national touring shows and concerts, Spectra plans to create several student and community oriented events at CFE Arena, such as Touch-a-Truck, a student garage sale, a summer movie series, and a host of other events this year.

Tickets for these and future events at CFE Arena are available through Ticketmaster.com, Ticketmaster outlets, by calling 800-745-3000, or at the CFE Arena Box Office. Sign up for the CFE Arena Cyber Club to receive all the information you need about this event and others, including exclusive presales and discounts, at www.CFEArena.com.

Not to be limited to events for its 10 year celebration, Spectra will highlight great moments in CFE Arena history via its social media channels and giveaways. Themed by the month, highlights will include UCF Basketball, distinguished guests, past musical and comedy performances, the arena's impact on local charities, and its annual homecoming celebrations. Featured giveaways to celebrate CFE Arena's 10th year include the annual Golden Ticket contest (a pair of tickets to every event) and the Valentine's Day-themed "Suite-Heart" contest (a pair of suite tickets to the event of their choice), along with other ticket giveaways, signed merchandise and more from the CFE Arena vault.

For additional updates and features, follow CFE Arena on Facebook (facebook.com/cfearena), Twitter (@CFEArena), and Instagram (@CFEArena)

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 main divisions: Venue Management, Food Services & Hospitality, and Ticketing & Fan Engagement. Learn more at SpectraExperiences.com.

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