



## SRP FEDERAL CREDIT UNION SPONSORS JAMES BROWN ARENA BOX OFFICE

**AUGUSTA, GA – JUNE 1, 2017** – Spectra, which provides venue management, food services and hospitality, and ticketing and fan engagement to the Augusta Entertainment Complex, announced today a sponsorship with SRP Federal Credit Union. SRP will become the branding name for the James Brown Arena's box office.

"Patrons will see our green logo as they enter the arena," says President and CEO of SRP Federal Credit Union, Harry Gunsallus, "and be reminded that everyone should have a 'Branch on Ya' as a member of SRP. We want to continue to expand our presence in downtown Augusta, and this was the perfect opportunity."

"We are excited to work with the folks at JBA," continues Gunsallus, "and to further deepen and strengthen our involvement in our community".

"In addition to having the SRP name on the box office, which is powered by Spectra Ticketing & Fan Engagement," says Spectra General Manager, Chris Bird, "the strategic sponsorship between SRP and the Augusta Entertainment Complex enables both parties to cross-promote products and services, thus creating additional value for each other's customers."

Comcast Spectacor, a leader in the sports and entertainment industry, raised the bar on live event experiences when it announced in 2016 that Global Spectrum, Ovations Food Services, and Paciolan would now operate as Spectra, a singular, new brand, at the Augusta Entertainment Complex and more than 400 other properties throughout the world.

Upcoming events at James Brown Arena and The Bell Auditorium include Tedeschi Trucks Band on June 13, Hank Williams Jr on June 16, Paw Patrol on June 28, Travis Tritt on July 1, Magic Men Live on July 28, MMA on August 5, Keith Sweat on August 11, Corey Smith on August 17, Augusta Beerfest on August 19, Brian Regan on August 25, Old Dominion on October 5 and KANSAS on October 25. For more information visit [www.augustaentertainmentcomplex.com](http://www.augustaentertainmentcomplex.com).

### **About Spectra**

Spectra by Comcast Spectacor is an industry leader in hosting and entertainment, partnering with clients to create memorable experiences for millions of visitors every year. Spectra's unmatched blend of integrated services delivers incremental value for clients through several primary areas of expertise: Venue Management, Food Services & Hospitality, Ticketing & Fan Engagement and Corporate Partnerships. Learn more at [SpectraExperiences.com](http://SpectraExperiences.com).

### **About Comcast Spectacor**

Comcast Spectacor is part of Comcast Corporation, a global media and technology company that operates Comcast Cable and NBCUniversal. Comcast Spectacor's three core businesses are the National Hockey League's Philadelphia Flyers, the Wells Fargo Center Complex, and Spectra, a hosting and entertainment firm specializing in Venue Management, Food Services & Hospitality, Ticketing & Fan Engagement and Corporate Sponsorships. Learn more at [ComcastSpectacor.com](http://ComcastSpectacor.com).

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