



Press Release

Spartanburg Memorial Auditorium

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To Be Released: Wednesday, December 14th, 2022

Focus: Upcoming Shows at SMA (Jan-Mar 2023)/Ticket sale announcement/Re-branding of "The Hall" at SMA

Headline: ***SMA Drops Huge Show Announcement!***

The Spartanburg Memorial Auditorium and The Hall at SMA

The Spartanburg Memorial Auditorium is bringing new life into the Upstate's Live Entertainment scene and the audible buzz that has recently electrified the air surrounding this historical local venue is becoming impossible to ignore. Recently appointed CEO, **Roger Newton**, is going all-in by re-branding The Auditorium's downstairs space as **The Hall** for live entertainment. **The Hall's** unique atmosphere promises patrons a live concert experience with a dance hall vibe and high-quality night club sound. The club-quality sound and lighting package installed by *Palmetto Soundworks* will bring an energy to **The Hall** that will stay with concert goers long after the show.

"In 2022 alone we have delivered several top names in live entertainment to the Spartanburg area including packed-house performances by Travis Tritt, Aaron Lewis, Clay Walker, and Tracy Lawrence to name a few," says Newton. *"With the announcement made yesterday via The Auditorium's website **crowdpleaser.com** and Social Media Platforms, we think 2023 promises to deliver even more excitement for fans of live music, and we are especially excited about the introduction of **The Hall** as another space for concerts."* adds Newton. SMA, along with BSE have revealed an initial lineup of upcoming live shows slated for early 2023. **Cameron Moss**, VP of Booking for *Big Spring Entertainment*, and a Spartanburg native says, *"The Hall's design and unique staging and seating promises a more intimate experience for both audiences and performers. We look forward to bringing new and certainly more national touring acts to the Upstate. The Hall's atmosphere promises patrons a high-energy live concert experience like no other venue in the area offers."*

Located on North Church Street in the heart of downtown Spartanburg, SMA is a cherished asset to the city of Spartanburg and has been revered as 'The Showplace of the South' for over 60 years. The impressive venue serves as a historical monument and functional upscale multi-level Performing Arts Theater and event space combined into one. *"We are proud to be known as The Largest Theater in the Carolina's,"* Newton emphasizes. Boasting a total combined seating capacity of 5044, SMA's Main Auditorium together with "The Hall", are more than capable of accommodating the eager fans who will no doubt be clamoring to **crowdpleaser.com** this Friday December 12 to purchase tickets for one of the must-see live shows on SMA's 2023 packed roster, courtesy of *Big Spring Entertainment*.

The announcement of these shows may come as a surprise to some local onlookers after what may have seemed like a post-pandemic dark mode for the Auditorium. But make no mistake, yesterday's big announcement is intended to be a loud and clear message that from this point forward, **BIG** is exactly what entertainment lovers of the Upstate can expect to see at *The Spartanburg Memorial Auditorium* and exactly what SMA and BSE promise to deliver!

The Spartanburg Memorial Auditorium and Big Spring Entertainment present the initial show line up for January through May 2023.

January 14 *Sister Hazel* with Cravin Melon

March 24 *Muscadine Bloodline* The Country Contraband Tour

March 31 *Rumours* A Fleetwood Mac Tribute

May 12 *Departure* The Journey Tribute Band with *Pandora's Box* The Ultimate Aerosmith Tribute

Big Spring Entertainment is a full-service concert and entertainment promotion company based in Huntsville, AL with offices in Nashville, TN, Birmingham, AL and Atlanta, GA. BSE produces, books, and promotes shows, across the United States with a focus in the Southeast, Mid-Atlantic and Midwest. We specialize in clubs, theaters, performing art centers, festivals, and arenas. Our mission is to provide the highest quality entertainment and create lifelong memories for the fans.

For booking information contact: **cameron@bigspringentertainment.com**