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Contact: Andrew Hernandez

Phone: 323.391.1371

Email: ahernandez@lagreektheatre.com

Greek Theatre Announces 2017 Season

LOS ANGELES, California (Sunday, April 10, 2017) –

Entering its 87th season of operation, the Greek Theatre is gearing up for an amazing line up of summer-packed concerts, community nights and special events!

The iconic LA, outdoor venue, owned by the City of LA and managed by SMG, completed a major transition in 2016 from an exclusive operator model to an open venue system, opening its doors to a diverse array of talent, promoters and entertainment legends. Continuing with this successful model in 2017, the Greek Theatre will host a variety of concerts between April and October. Kicking off the season on Friday, April 14th is songstress Idina Menzel followed by Los Angeles' own, Snoop Dog on April 20th. Music Fans can also look forward to legends such as John Mellencamp, Bryan Adams, Indie Rock sensation The 1975, Country music super stars Sam Hunt and Sturgill Simpson, "Latin Summer Nights" with Pepe Aguilar and Miguel Bose and a special, two-night concert with the famed, award winning musician, John Legend!

The Greek Theatre will continue to offer its fans and visitors first class service through a variety of pre-show elements:

- A new mix of fantastic, California fresh food cuisine and exciting beverage selections
- A newly created, Front Plaza Coffee & Fresh Fare kiosk complete with sharp, Greek Theatre merchandise
- An all new quick and easy garden pathway for quick access to and from the Oak Garden to the upper terrace restaurant dining area, The Mercedes Star Lounge and epic, Fandango Lounge.
- Concert transportation options to include dedicated Uber drop-off/pick-up areas for smooth and fast rides in and out of Griffith Park; \$10 per car offsite shuttle rides (only 10 minutes!) and additional Dash bus rides from Vermont/Sunset for only .50.
- New way findings signage and historical photo elements, along with beautiful landscape treatments, refreshed VIP areas, an enhanced, Fandango Lounge and American Airlines Redwood Deck, will all be on display in 2017.

"The City of Los Angeles and the Recreation and Parks Department are proud stewards of the Greek Theatre. It's our number one commitment to maintain and preserve this iconic venue in a way that reflects the beauty, excitement and innovation of LA. We are dedicated to ensuring that the Greek Theatre continues to be the best outdoor concert venue and the premier place to *Play, See and Be among the Stars!* – AP Diaz, Executive Officer & Chief of Staff, LA Department of Recreation and Parks.

"2016 was a fantastic year for the Greek Theatre. Receiving the Pollstar award was thrilling for our management team whose hard work and dedication for this beloved venue reflects our love and commitment to this City and its great patrons. We look forward to again working with our partners, hosting artists and delighting, music fans this coming summer!" - Becky Colwell, SMG Greek Theatre General Manager.

To track the exciting Greek Theatre line up, visit www.lagreektheatre.com and sign up for weekly updates; follow us on facebook: thegreektheatre, twitter: Greek Theatre, Instagram: greek_theatre and snapchat: thegreektheatre.

About The Greek Theatre

The Greek Theatre is a world-class, outdoor 5,901-seat music venue located in Griffith Park, Los Angeles, California. It was built in 1929, opening on September 29 of that year. Designed by architect Samuel Tilden Norton, the theatre stage is modeled after a Greek temple. The Greek Theatre is owned by the [City of Los Angeles](#), [Department of Recreation and Parks](#), and is operated by [SMG World](#). The venue is among the City's most cherished public sites.

The historic Greek Theatre stands as one of the nation's most beloved and recognized outdoor entertainment venues. Throughout its history, the Greek has played host to some of the biggest legends in music. This iconic venue has also served as a site for numerous high school graduations, community events and backdrops for television shows and motion pictures. For more information visit: www.lagreektheatre.com

About SMG

Celebrating its 40th anniversary and founded in 1977, SMG provides management services to more than 230 public assembly facilities including convention and exhibition centers, arenas, stadiums, theaters, performing arts centers, amphitheaters, equestrian facilities, science centers and a variety of other venues. With facilities across the globe, SMG manages more than 15 million square feet of exhibition space and more than 1.5 million sports and entertainment seats. As the recognized global industry leader, SMG provides venue management, sales, marketing, event booking and programming; construction and design consulting; and pre-opening services for such landmark facilities as McCormick Place & Soldier Field in Chicago, Moscone Convention Center in San Francisco, Houston's NRG Park and the Mercedes-Benz Superdome in New Orleans. SMG also offers food and beverage operations through its concessions and catering companies, currently serving more than 140 accounts worldwide. For more information visit www.smgworld.com.

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