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FOR IMMEDIATE RELEASE:

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**WORLD-CLASS ENTERTAINMENT AND HIGH-IMPACT
SPORTING EVENTS AT THE TOWN TOYOTA CENTER**

-TICKETS FOR SEASON SHOWS ON SALE NOW!-

Wenatchee, WA- The Town Toyota Center, a 4,500 seat arena in the heart of North Central Washington brings world-class entertainment and high-impact sporting events for the 2011-2012 Season. The multi-purpose arena floor can be transformed in a matter of hours from concrete, to ice, to staging materials, hosting hundreds of diverse shows and community activities. For the first time since inception, the Town Toyota Center is pleased to announce all upcoming events through February 2012.

The official kick-off of the season is only one week away! The current schedule is as follows, with additional events added throughout the year:

SEPTEMBER 2011

- **iL CiRCo Viaggio**, *internationally acclaimed show*, September 7
- **Jaripeo Hispanic Rodeo**, *Latino bull riding and dance*, September 11
- **Sysco Food Show**, (Private event), September 14
- **Amy Grant & Michael W Smith "Two Friends Tour"**, September 15

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- **Curling Bonspiel**-12 teams around NCW, September 16-18
- **Wenatchee Wild Kids Day**, September 21st
- **Wenatchee Wild vs. Alaska**, September 23rd-24th

OCTOBER 2011

- **Air Force vs. Simon Frazier**, *NCAA Division Hockey*, October 1st
- **Quilt Show**, *Quilters from around NCW*, October 7th-8th
- **Wenatchee Wild vs. Odessa**, October 14th-15th
- **Piccadilly Circus**, October 20
- **Wenatchee Wild vs. Kenai River**, October 21st-22nd

NOVEMBER 2011

- **Tech N9ne**, November 2nd
- **Hot Autumn Ice Tournament**-20 women's teams, November 11th-13th
- **BB King**, November 16th
- **Wenatchee Wild vs. Fairbanks**, November 18th-19th
- **Ron White**, November 20th
- **Wizard of OZ**, November 29th

DECEMBER 2011

- **Wenatchee Wild vs. Dawson Creek**, December 2,3,4th
- **WVC Basketball Tourney**, December 16-18
- **Mannheim Steamroller**, December 20th
- **US Bank NCW High School Basketball Showcase**, December 21st-22nd
- **Wenatchee Wild vs. Alaska**, December 30th-31st

JANUARY 2012

- **NCW Bridal Premier**, January 7th
- **Arena Cross**, January 13-14
- **Wenatchee Wild vs. Fresno**, January 20th-21st
- **Wenatchee Wild vs. Kenai River**, January 27th-28th

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FEBRUARY 2012

- **Wenatchee Wild vs. Fairbanks**, February 3rd-4th
- **NCHBA Home Show**, February 10th-12th
- **Wenatchee Wild vs. Topeka**, February 24th-25th
- **Stars on Ice**, February 26th
- **Harlem Globetrotters**, February 27th

The Town Toyota Center is eager to post information about all shows on their web site which will be updated daily. "This is a hot season and we anticipate ticket sales to climb. While most of the shows this year are scheduled, there are always last minute concerts and activities that will be booked," states General Manager, Mark Miller. "I might receive a phone call 60 days prior to book Grammy artists or a national touring show that has time in their schedule to make a stop in Wenatchee," adds Miller. In addition, there are numerous community and regional activities that will be added each month.

For a complete listing and up-to-date information of the 2011-2012 season events, visit www.towntoyotacenter.com. Limited seating and many shows are on sale now! For more information, contact the Town Toyota Center Box office at 509.667.7847.

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JB Marketing Group has been hired to provide a strategic marketing event plan for the Town Toyota Center and manage marketing activities for weekly shows. Owner Jennifer Bushong has over 18 years experience in marketing, promotions and management roles for corporate, media and non-profit organizations. She is the co-founder of several non-profit organizations, has developed community teams and helped double revenues of many community events and activities.