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## The East End and Akron Civic Theatre Announce Partnership to Operate and Program Goodyear Theater

*Live Nation will be primary promoter of nationally and internationally touring attractions at the theater.*

Akron— July 27, 2021 — The East End and the Akron Civic Theatre have reached an agreement for The Civic to operate and program The Goodyear Theater, a beautiful and historic 1462 capacity venue located on the corner of East Market Street and Goodyear Boulevard.

“The Goodyear Theater is an anchor institution within our development. We look forward to an active schedule there working with The Civic, which has proven success with community-based programming and Live Nation, the world-wide leader in the entertainment industry,” said Stuart Lichter, co-developer of The East End with Christopher Semarjian.

The **Happy Together Tour** featuring The Turtles, Gary Puckett, The Association and more kicks things off with a hit-after-hit concert on Sunday, August 15<sup>th</sup>. Then, the hits keep on coming with shows by **Randy Bachman and Burton Cummings – Together Again** (9/2), **Blue Oyster Cult** (9/24), **Randy Rainbow** (10/16), **Brian Wilson with special guests Al Jardine and Blondie Chaplin** (10/20), and **Dream Theater** (11/12). A complete schedule of events can be found at <https://www.eastendakron.com/play/goodyear-theater/> Tickets for all events are available at Ticketmaster.com.

Additional concerts and events are currently being scheduled and will be announced soon. The planned line up will include a wide variety of concerts, family and comedy shows, as well as community-based arts, culture, and celebratory events. The goal of the partnership is to work in conjunction with programming at The Civic to continue to grow Akron’s entertainment scene and make our community increasingly desirable as a place to live, work and play.

“After the successful completion of our restoration and expansion project, we are thrilled to have opportunity to further maximize Akron’s arts and entertainment options through this collaborative partnership,” said Candice Carlyon, Akron Civic Theatre board president. We’re expecting a very active and diverse schedule at both theaters in the year ahead.”

Scheduling of the Goodyear Theater will be coordinated by Howard Parr, executive director of the Akron Civic Theatre (330.535.3179 ext. 203, [hparr@akroncivic.com](mailto:hparr@akroncivic.com)).

**About the Akron Civic Theatre**

The 2562 capacity Akron Civic Theater was built in 1929 by Marcus Loew and designed by famed theater architect, John Eberson. The interior structure was fashioned after a Moorish castle featuring Mediterranean decor, including medieval carvings, authentic European antiques and Italian alabaster sculptures. Since 2001, more than \$30 million has been invested in the theater’s restoration and expansion. The theater now attracts 135,000+ people annually for 300 nationally touring concerts, comedians, and family shows, as well as a wide variety of events featuring local and regional artists. For more information visit [www.akroncivic.com](http://www.akroncivic.com).

**About The East End**

The East End is a 1.4 million sq. ft., mixed-use redevelopment at the former Goodyear Tire and Rubber Campus in Akron, OH. The project is a joint venture between Los Angeles based, Industrial Realty Group, LLC (IRG) and Solon based Industrial Commercial Properties LLC (ICP). Learn more at [www.eastendakron.com](http://www.eastendakron.com).

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