

ADRENALINE PR TEAMS UP WITH LIVE NATION TO PROMOTE NYC CONCERTS

Adrenaline PR is excited to announce that we have teamed up with **Live Nation** to promote select events at the historic **Irving Plaza, Roseland Ballroom** and **Gramercy Theatre**. We will be sending out regular updates to keep everyone informed of what events are happening at New York City's Iconic Live Nation venues. If you are interested in preview coverage, etc. please feel free to let us know and we will coordinate.

UPCOMING SHOWS:

9/23 – ATARI TEENAGE RIOT @ GRAMERCY THEATRE

9/24 – MASON JENNINGS @ IRVING PLAZA

9/25 – ENSLAVED @ GRAMERCY THEATRE

9/30 – VEIL OF MAYA @ GRAMERCY THEATRE

9/30, 10/01 – X @ IRVING PLAZA

10/06 – PERIPHERY @ GRAMERCY THEATRE

10/10 – UH HUH HER @ IRVING PLAZA

10/10 – IMMOLATION @ THE LOUNGE AT GRAMERCY THEATRE

10/12 – FIREWIND/ARSIS @ GRAMERCY THEATRE

10/13 – MARKY RAMONE @ GRAMERCY THEATRE

**10/14 – GUITAR HEROES: MICHAEL SHENKER, LESLIE WEST & ULI JOHN ROTH
@ IRVING PLAZA**

10/16 – THRICE @ IRVING PLAZA

10/18 – WARBRINGER @ THE LOUNGE AT GRAMERCY THEATRE

The Gramercy Theatre, located in Manhattan's historic Gramercy neighborhood, has been a pillar of the entertainment community since its opening in 1937 operating as a movie theater for 60 years before it was converted into the city's largest Off Broadway theatre. In 2004, the theatre was shut down. Since 2007, Live Nation and The Gramercy Theatre have hosted countless intimate performances including Jay-Z, Rufus Wainwright and The Get Up Kids. It boasts a mixture of actual seating with a large general admission standing area and a state of the art sound system which make it a perfect location for any event.

Irving Plaza has perhaps one of the most interesting back stories of any venue in New York City. The actual building was erected in 1888, but shortly after WWII, it was purchased by the Polish Veterans Association of America. It was used as a dance hall for many years until the 1970s when it was converted in a rock music venue. The venue changed hands several times over the decades and was closed and re-opened until 2007 when Live Nation took over. Irving Plaza is now settled in as one of New York City's oldest rock venues.

The Roseland ballroom is a converted ice skating rink once considered to be the home of ballroom dancing and certainly one of the most legendary ballroom venues in the world. Until the 1980s, rock music was banned from the venue. For the past twenty years, The Roseland Ballroom has hosted some of the most prominent acts in rock including Ozzie and Madonna.

For press inquiries and additional information, please contact Adrenaline PR and Maria Ferrero at 732-462-4262 or maria@adrenalinepr.com.

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