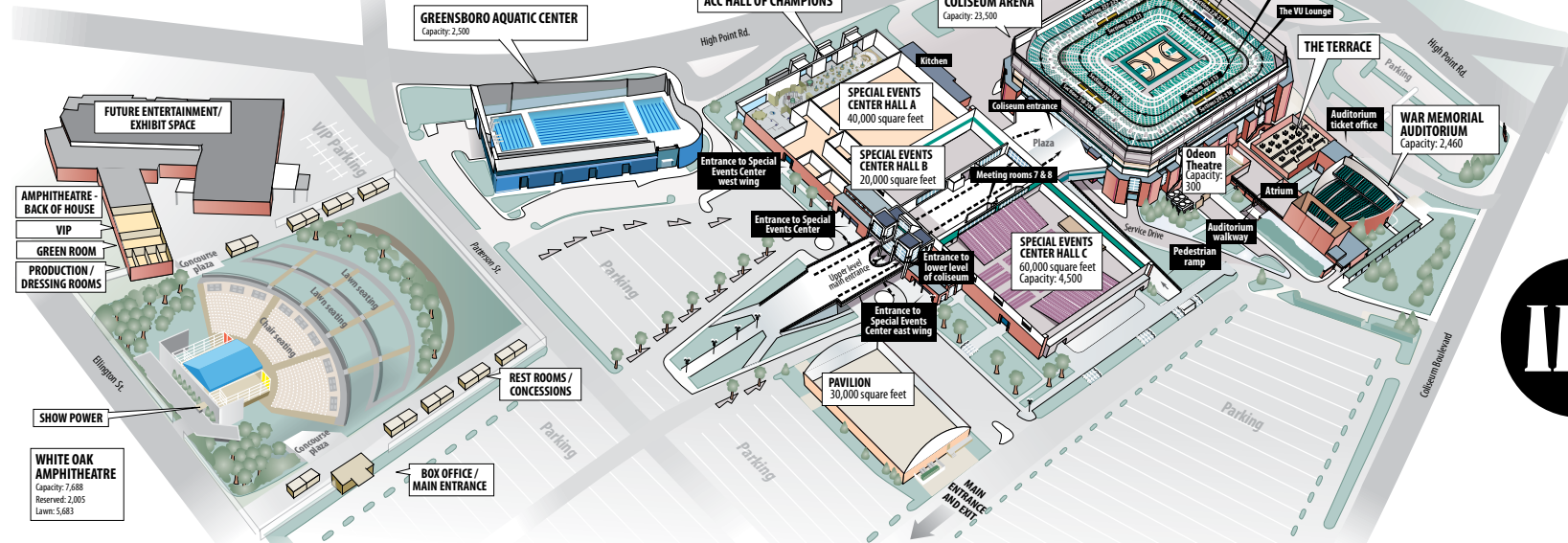




Celebrate
Greensboro

Art. Culture. Entertainment.



Greensboro Coliseum Complex



With sports, music, and more, it's the city's premier entertainment showplace.

Having celebrated its 50th anniversary in 2009, the Greensboro Coliseum Complex has a longstanding — and well-earned — reputation as one of the premier sports and entertainment facilities in the country.

This past year was no exception as the complex brought national exposure to Greensboro with its hosting of prestigious events including the 2011 U.S. Figure Skating Championships, 2011 Atlantic Coast Conference (ACC) women's and men's basketball tournaments, and concerts by some of the biggest names in the music industry including Justin Bieber, Prince, Usher, and Taylor Swift.

Looking to the future, the multi-venue facility continues to evolve thanks to tremendous community support, dynamic leadership, and a "never say no" attitude toward event bookings. And, even with the economy improving at a slower than desired pace, the complex has expanded even more in 2011 with

the addition of three new, unique venues that will bring thousands of visitors — and the ensuing economic impact generated from those visitors — to Greensboro for years to come.

"The Greensboro Coliseum Complex has evolved into one of the most unique and versatile entertainment complexes in the entire country," says Matt Brown, managing director. "The amount and diversity of events we host on an annual basis is second to none."

ACC HALL OF CHAMPIONS

Having debuted to rave reviews in March in conjunction with the coliseum's hosting of the 2011 ACC women's and men's basketball tournaments, the ACC Hall of Champions celebrates past, present, and future conference success through fun-filled, interactive displays, ACC institution exhibits, and a wide variety of displays that showcase the league's storied history.

Highlights include a four-foot, 360-degree, state-of-the-art video globe with a unique, multimedia display of conference highlights, a historical timeline of the ACC's founding in Greensboro in 1953 through today, life-size ACC school mascot exhibits that have been a huge hit with younger

visitors, and an interactive exhibit that lets fans face off in a head-to-head challenge to test their knowledge of ACC sports trivia.

GREENSBORO AQUATIC CENTER

Scheduled to open in August, the Greensboro Aquatic Center (GAC) will be a state-of-the-art facility featuring leading-edge concepts in aquatic design. The GAC includes three bodies of water: a 25-yard warm-up pool, an Olympic competition pool, and a 17-foot diving well with springboards and platform diving.

The GAC will bring together all major aquatic sports — competitive swimming and diving, water polo, synchronized swimming, and other unique sports — all in one venue. The facility will offer Greensboro the opportunity to host high school and collegiate events, USA Swimming meets, Masters swimming, and U.S. Water Polo events as well as myriad local, regional, national, and international competitions. Last September, the GAC was awarded the prestigious 2012 U.S. Masters Swimming Spring Nationals, an unprecedented achievement for a facility still under construction.

The facility is expected to operate 15 hours a day, 360 days a year, while packing local restaurants and hotels with swim-meet competitors and their families. In addition,



Premier events include the 2011 U.S. Figure Skating Championships.

this multipurpose facility will serve local citizens through its diverse programming, including therapeutic rehabilitation and "Learn to Swim" classes in conjunction with the Guilford County Schools system and other instructional organizations.

WHITE OAK AMPHITHEATRE

With a grand opening on June 5 featuring a concert by The Beach Boys, White Oak Amphitheatre is Greensboro's newest attraction. Featuring a seating capacity of more than 7,600, the venue will host a diverse selection of community events, music, arts and crafts, and festival-type events.

For more information on the Greensboro Coliseum Complex, visit greensborocoliseum.com or call the event hotline at 336.373.7474.



PHOTOS COURTESY OF THE GREENSBORO COLISEUM COMPLEX