

For Immediate Release
accesso ShoWare Center
Kent, WA



accesso ShoWare Center Joins over 1,500 Venues Across North America to Shed Light on #RedAlertRESTART

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accesso ShoWare Center, an ASM Global managed facility, in collaboration with Promosa USA are joining artists and venues in North America to raise awareness about the economic uncertainty of all those who work in the live events industry and the consequences of the COVID-19 pandemic on their lives. On Tuesday, September 1 from 9pm until midnight, over 1,500 venues will be lit in red light to raise public awareness in support of the live events industry. The North American event was created after the August 11 United Kingdom event, “#WeMakeEvents Day of Action” when over 700 buildings were lit in red across the country, calling attention to the live events industry.

At accesso ShoWare Center, Promosa USA and staff will light the front of the venue from 9pm – midnight Tuesday, September 1. The community is invited to drive by and photograph the venue and share their photos on social media using the hashtags #WeMakeEvents, #RedAlertRESTART, #accessthemomentagain, and #SaveOurStages.

Tim Higgins, General Manager of accesso ShoWare Center, says that, “The entire industry has been impacted by the shutdown, including performers, technicians, stagehands, ticket takers, lighting, sound & video companies, and concert arenas like accesso ShoWare Center. Entertainment and events were instantly shut down in March and will be late to recover. Our industry and workers need more relief measures like the RESTART Act.”

We Make Events North America Coalition Reports:

- Live events employ over 12 million people.
- Live events contributes over \$1 trillion annually to the US economy.
- 95% of live events have been cancelled due to COVID-19.
- 96% of companies have cut staff and/or wages.
- 77% of people in the live events industry have lost 100% of their income, including 97% of 1099 workers.

The RESTART Act is a bill that is currently moving through congress, but has stalled. We Make Events North America Coalition is also supporting ExtendPUA.org in their mission for extended and expanded PUA, Pandemic Unemployment Assistance, and FPUC, Federal Pandemic Unemployment Compensation, which supplement earnings per week for those on unemployment and opens up unemployment to 1099 workers.

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ABOUT ASM GLOBAL:

ASM Global is the world's leading venue management and services company. The company was formed by the combination of AEG Facilities and SMG, global leaders in venue and event strategy and management. The company's elite venue network spans five continents, with a portfolio of more than 325 of the world's most prestigious arenas, stadiums, convention and exhibition centers, and performing arts venues. From Aberdeen to Anchorage, and Sydney to Stockholm, its venues connect people through the unique power of live experiences. ASM Global's diverse portfolio of clients benefit from the company's depth of resources and unparalleled experience, expertise and creative problem-solving. Each day, the company's 61,000 passionate employees around the world deliver locally tailored solutions and cutting-edge technologies to deliver maximum results for venue owners and amazing experiences for guests. By consistently looking for new ways to envision, innovate and empower the spaces and places that bring people together, ASM Global elevates the human spirit while delivering the highest value for all stakeholders. For more information, please visit www.asmglobal.com.