



AIELLO PUBLIC RELATIONS
& MARKETING

969 Broadway • Denver, CO • 80203

IMMEDIATE RELEASE

Media Contact:
Aiello Public Relations & Marketing
Wendy Aiello/303-619-5162 (Cell)
303-355-3838 (Office)

**AEG PRESENTS ANNOUNCES THE MISSION BALLROOM,
A REVOLUTIONARY CONCERT EXPERIENCE OPENING IN
DENVER'S RINO NEIGHBORHOOD SUMMER 2019**

State-of-the-art venue will serve as the anchor tenant at
Westfield Company's North Wynkoop 14-acre mixed use development

DENVER, CO (April 9, 2018) – [AEG Presents Rocky Mountains](#), one of the world's leading producers and promoters of live entertainment, announced today **The Mission Ballroom**, a scalable, state-of-the-art concert venue scheduled to open in summer 2019. The 60,000 square-foot ballroom will anchor **North Wynkoop**, a new 14-acre mixed use project by Denver-developers [Westfield Company](#), located at the north-end of the RiNo neighborhood between 40th and 43rd Streets along Brighton Blvd.

Chuck Morris, CEO of AEG Presents Rocky Mountains, said of the new venue, “Our entire AEG Presents Rocky Mountain team spent the last 11 years searching for the perfect location and the right design to build one of the finest venues this town has ever seen. With features including a moving stage that provides The Mission flexible capacity from 2200 to 3950 guests, unrivaled sight lines and state-of-the-art sound and lights, The Mission will bring Colorado the most cutting-edge concert experience in the world.”

AEG Presents Rocky Mountains, the leading promoter in Denver, CO who operate the Bluebird Theater, Gothic Theatre, Ogden Theatre, 1STBANK Center and Fiddler's Green Amphitheatre, as well as book the majority of the shows at Red Rocks Amphitheatre, bring decades of experience to the development and design of The Mission Ballroom. The Mission features tiered rows that provide unobscured views at every level, sight lines from every vantage point and a

large dance floor that allows standing or seating. Full-service bars conveniently placed around the venue maximize flow, efficiency and patron experience.

“We blended the ballroom experience on the floor with a tiered-riser configuration similar to Red Rocks. Beyond offering incredible sight lines, this design creates the finest sonic experience that Colorado concertgoers expect and deserve,” said Don Strasburg, co-president for AEG Presents Rocky Mountains.

AEG Presents Rocky Mountains sought the perfect location for this unique venue and ultimately ended up partnering with Westfield Company on its [North Wynkoop](#) development in Denver’s transformative RiNo neighborhood and arts district. Encompassing three city blocks from 40th to 43rd streets along Brighton Boulevard, North Wynkoop is a five-minute walk to the 38th and Blake A Line Station (one train stop to Union Station and 30 minutes to Denver International Airport) and just minutes from the intersection of Denver’s largest vehicular arteries of I-25 and I-70.

“We’re so excited with the vision that Westfield Company has for North Wynkoop. The Brighton Boulevard corridor and the entire River North area is exploding with vibrancy. This location is a perfect fit for The Mission Ballroom with parking, easy access to light rail, and only a stone’s throw from downtown, it is the right place for us to be.” said, Brent Fedrizzi, co-president and COO of AEG Presents Rocky Mountains.

Westfield and its development team; which includes leasing agents [Newmark Grubb Knight Frank](#) and [Legend Partners](#); architect [Works Progress Architecture](#); general contractor [M.A. Mortenson](#); and financing provided by [FirstBank](#), [Guaranty Bank and Trust](#) and [Citywide Banks](#); will transform North Wynkoop into an arts and entertainment hub attracting creatives across all industries. In addition to The Mission Ballroom, a 90,000 square foot office and retail building is under construction as well as the renovation of 80,000 square feet of 1950’s-vintage warehouse buildings transforming them into synergistic restaurants, bars and retail. Future phases of North Wynkoop include market rate and affordable housing, a hotel, as well as the potential for an additional one million square feet of residential and commercial uses.

“We are fortunate to have the opportunity of working with AEG Presents on this innovative concept,” said Kevin McClintock, senior partner for Westfield. “The talents and experience of their team are unparalleled, and their dedication to the highest-quality musical experience aligns with our own long-term vision for North Wynkoop. The Mission Ballroom is the ideal anchor and will serve as the heartbeat for our project.”

The Mission Ballroom is not only a premiere concert facility, but also serves as a unique special event space for corporate meetings and other functions, award shows, galas, weddings, receptions, launch parties, trade shows, private events, and more.

In addition to its incredible access to rail, parking options for the site will include an underground garage as well as nearby parking options. The Mission Ballroom will also offer a shared-ride pick-up and drop-off area and an abundance of bike parking.

Visit www.northwynkoop.com, www.missionballroom.com and click here for a [video](#) featuring more information and comments from Colorado Governor John W. Hickenlooper.

About AEG Presents Rocky Mountains

AEG Presents is one of the world's largest live music companies. The company is dedicated to all aspects of live contemporary music performances, including producing and promoting global concert tours, regional music events and world-renowned festivals. AEG Presents operates in North America, Europe and Asia through 22 regional offices that support its tours which include such artists as The Rolling Stones, Taylor Swift, Paul McCartney, Justin Bieber, Katy Perry, Elton John, Celine Dion, and Kenny Chesney; produces over 40 music festivals, including the iconic Coachella Valley Music & Arts Festival, New Orleans Jazz & Heritage Festival, Stagecoach California's Country Music Festival, Desert Trip, Firefly Music Festival, Hangout Music Festival and Panorama and owns, manages or exclusively promotes in more than 80 clubs and theaters worldwide. AEG presents more than 11,000 shows annually worldwide and conducts business under such globally renowned brands as AEG Presents, Goldenvoice, The Bowery Presents, Concerts West, Messina Touring Group, Marshall Arts LTD and Madison House Presents. AEG Presents Rocky Mountains produces events at Fiddler's Green Amphitheatre, 1STBANK Center, Bluebird Theater, Ogden Theatre, Gothic Theatre, Red Rocks Amphitheatre, Pepsi Center and more in Colorado as well as events in Utah, Wyoming, New Mexico, and Arizona. For more information visit www.aegpresents.com

About Westfield Co.

Westfield Company, Inc. (www.westfield-co.com). Over the past 30 years Westfield has developed and acquired in excess of seven million square feet of office, industrial, residential and unique entertainment based retail. Current projects in and around Denver include 1800 Larimer, Hub 25 Industrial Park, S*Park residential community, Stanley Marketplace, and North Wynkoop. The cornerstone of all Westfield projects is the commitment to enhance and respect the communities in which we work and live.

###