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**Subject:** Colonial Life Arena Announcement (Announcement Highly Confidential)  
**Location:** Colonial Life Arena, Floor, 801 Lincoln St, Columbia, S.C.  
**When:** 4/28/2015 12:45:00 PM - 1:05:00 PM

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Advance: Kenny Williamson  
(803)260-7937

**APPROVED BY:** NH

**INVITED BY:** Abey Foster, Colonial Life Arena

**EVENT:** Colonial Life Arena Announcement (Announcement Highly Confidential)

**DATE:** Tuesday, April 28, 2015

**TIME:** 12:45 PM

**LOCATION:** Colonial Life Arena, Arena Floor, 801 Lincoln St, Columbia, S.C.

**LOCATION SET-UP:** Normal press conference set-up. Podium and microphone.

**ON-SITE LOCATION CONTACT:**

Abey Foster  
Cell: (803) 466-5600

**SCHEDULING CONTACT:**

Abey Foster  
Colonial Life Arena  
Cell: (803) 466-5600  
[abeyfoster@sc.edu](mailto:abeyfoster@sc.edu)

**PRIMARY STAFF:** Ashton Lee

**ADVANCE STAFF:** Zach Pippin

**PURPOSE:** Gov. Haley will participate in a press conference with the Colonial Life Arena and AEG Live announcing a historical event coming to the Colonial Life Arena in Summer 2015. This major event will be one of the largest events in the history of the Colonial Life Arena.

**PRESS:** Yes.

**PUBLIC:** Yes.

**PRESS CONFERENCE PARTICIPANTS:**

Nikki Haley, Governor of SC  
Ray Tanner, Athletic Director for USC  
Allen Corbett, Vice President, AEG Live  
Lexie Boone, General Manager, Colonial Life Arena

**INTRODUCED BY:** Ray Tanner, Athletic Director for USC

**LENGTH OF SPEAKING:** 4-5 minutes

**SPEAKING ORDER/LINE-BY-LINE:**

12:15 PM Press arrival/check in with Chanell Thomas (PR for CLA)  
12:45 PM Lexie Boone gives welcome remarks and introduced Ray Tanner  
12:48 PM Ray Tanner gives remarks and introduced Gov. Haley  
12:53 PM Gov. Haley makes announcement, gives remarks, and turn microphone back over to Lexie  
12:58 PM Lexie Boone introduced Allen Corbett  
1:00 PM Allen Corbett gives remarks and turns it back over to Lexie  
1:05 PM Lexie Boone concludes the press conference

**BACKGROUND:** The Governor will join Ray Tanner, Allen Corbett (Vice President of AEG Live), and Lexie Boone (General Manager of the Colonial Life Arena) to announce Sir Paul McCartney will perform at Colonial Life Arena on June 25, 2015

**SUGGESTED TALKING POINTS:**

- It's truly a great day in South Carolina!
- As Coach Tanner was saying, there is one artist in particular we have yet to host at the Colonial Life Arena!
- Literally, this artist is music royalty; a true rock 'n roll icon the world over
- I would like to announce that now, 50 years after arriving in America 'with a little help from his friends' Colonial Life Arena, AEG Live, and Marshall Arts are pleased to announce Sir Paul McCartney will perform at Colonial Life Arena as part of his "Out There" tour on June 25, 2015
- Congratulations to the team here for bringing this amazing event to Columbia and the state of South Carolina
- This tour stop on June 25<sup>TH</sup> will be THE show of the year
- As Governor, and on behalf of the entire state of South Carolina, I would like to express how excited we are to host this phenomenal event and we welcome Sir Paul McCartney's arrival with great anticipation!
- This is a huge event for South Carolina and we're happy Columbia is one only 6 stops on the American left of the tour.

**MEDIA ADVISORY:**

**COLONIAL LIFE ARENA AND AEG LIVE TO ANNOUNCE HISTORICAL EVENT  
COMING TO COLUMBIA SUMMER 2015**

**WHO:** Nikki Haley, Governor of SC  
Ray Tanner, Athletic Director for USC  
Allen Corbett, Vice President, AEG Live  
Lexie Boone, General Manager, Colonial Life Arena

**WHAT:** Colonial Life Arena and AEG Live will be holding a press conference announcing a historical event coming to the Colonial Life Arena in Summer 2015. This major event will be one of the largest events in the history of the Colonial Life Arena.

**WHEN:** Tuesday, April 28 at 12:45 p.m.  
**(Press check-in at 12:15)**

**WHERE:** Colonial Life Arena (arena floor)

801 Lincoln Street

Columbia, SC 29208

**(Press entrance will be at guest services. Enter through main front doors of Colonial Life Arena)**

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PRESS CONTACT: **Chanell Thomas, Colonial Life Arena**

(803-576-9074 office & 803-479-5611 cell) / [thomasp@mailbox.sc.edu](mailto:thomasp@mailbox.sc.edu)