

AMANDA MOORE PROMOTED TO LEAD RESIDENCY BUSINESS FOR LIVE NATION LAS VEGAS

Las Vegas, NV (March 4, 2021) -- Today Live Nation Concerts announced Amanda Moore has been promoted to lead the residency business for Live Nation Las Vegas. In her expanded role, Moore will be overseeing booking, marketing and business operations for the leading live entertainment company's multi-million dollar residency business in the Vegas market.

In 2015, Moore helped open the Live Nation Las Vegas office and oversee marketing for the region. Over the last six years, she was closely involved in all residencies as well as oversaw all marketing, PR, partnerships and community relations initiatives for the market. Moore has launched dozens of residencies for artists including Lady Gaga, Jennifer Lopez, Backstreet Boys, Aerosmith, Usher and Britney Spears.

"Amanda has been an integral part of Live Nation's success and highly esteemed reputation in the Las Vegas market," said Bob Roux, President of Live Nation Concerts. "I am looking forward to the company's continued growth in the Las Vegas market, especially for our residency business as we continue to build from a strong historical base of business with our artists and partners."

Amanda will continue to work closely alongside Sid Greenfeig who will continue to manage and run all of Live Nation's concert business in the market, including across the major large capacity venues such as T-Mobile Arena and the all new Allegiant Stadium, with the two reporting to Kurt Melien who will oversee overall Las Vegas market growth as well as key client and artist partnerships.

In 2019 alone Live Nation Las Vegas produced over 410 concerts, 300 of which were residency dates. In 2020, the Live Nation Las Vegas office also teamed up with the LVCVA to launch the new Las Vegas slogan with a Super Bowl commercial featuring Aerosmith, Christina Aguilera and Shania Twain. The Live Nation Las Vegas office also has ushered several philanthropic partnerships for their residency artists including with the Boys & Girls Clubs of Southern Nevada, Cure 4 The Kids Foundation, The Shade Tree, The Animal Foundation, Nevada Ballet Theater, and many others.