



City of Seattle  
Mayor GREGORY J. NICKELS

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### Media Information

#### **KeyArena at Seattle Center Tops the 15 Million Visitor Mark**

KeyArena at Seattle Center reached a remarkable milestone this month when the 15th million visitor walked through its doors. The occasion marks a time of change at KeyArena, with new partnerships, sports affiliations, events and activities coming on board.

The arena, originally constructed to house the World of the Future at the 1962 Seattle World's Fair, was transformed into KeyArena in 1995. Since then, it has hosted a wide range of entertainment, family, sports, educational, and cultural events and activities. KeyArena is currently home to the WNBA Seattle Storm, and the venue is slated to host Seattle University men's basketball as the Redhawks re-enter NCAA Division I competition.

Seattle Center finalized an agreement with AEG Facilities earlier this year to take on certain operations previously managed by the Seattle Sonics, including sponsorships, premium seat sales, advertising and some technical operations necessary during events. In addition, AEG will assist in increasing event bookings for KeyArena.

Below is a list of KeyArena events in 2009 that are confirmed and can be announced publicly:

- Rock & Worship Roadshow featuring MercyMe, March 19
- Dare 2 Share Ministries, March 20-21
- 2009 FIRST Robotics Competition, March 27-28
- Beyoncé, April 1
- Rat City Rollergirls, April 18, May 30 and July 18
- Harlem Globetrotters, April 25
- Walking with Dinosaurs - The Arena Spectacular, April 29-May 3
- Taylor Swift, May 15
- Dane Cook, June 5
- Dépêche Mode, Aug. 10
- Jimmy Buffett, Oct. 21
- Elton John and Billy Joel Face 2 Face Tour, Nov. 4

Seattle Center looks forward to exciting opportunities at KeyArena in the years ahead. The 20 millionth visitor is expected in the year 2012, the 50<sup>th</sup> Anniversary year of the Seattle World's Fair. For more information on activities at KeyArena and other Seattle Center facilities, visit [seattlecenter.com](http://seattlecenter.com).

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***About Seattle Center***

Seattle Center draws you in. Its vibrant pulse brings together people of all ages and walks of life to create thousands of extraordinary experiences that enrich millions of lives each year. Entertainment options abound - starting with 63 free and low cost public programs and over 5,000 campus shows and events annually. The 74 - acre campus, with its 17 acres of open space, is home to more than 30 cultural, educational, sports and entertainment organizations. This treasured urban park exists to delight and inspire the human spirit in each person and bring together our rich and varied community. The 12 million visitors to Seattle Center each year generate \$1.15 billion in business activity and \$387 million in labor income for King County.

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