

Media Information

Live at Seattle Center Initiative Launches with New Look and Focus

Live at Seattle Center: Spotlight on Summer, a new initiative highlighting the broad spectrum of summer entertainment options on the 74-acre Seattle Center campus, goes live this week with a new Seattle Center website, advertising campaign and updated visuals.

Spotlight on Summer, June 1 – September 12, draws attention to upcoming KeyArena events, Seattle Center’s free public programming, and dozens activities presented by over 30 arts and educational organizations residing on campus. The initiative promotes Seattle Center as a place for renewing the spirit, where visitors can relax and play in 17 acres of open space, splash in Seattle Center fountains, stroll in the campus gardens and discover a wealth of free, affordable and fun things to do.

The Seattle Center homepage supports the summer campaign with a cleaner, lighter look and better functionality to help visitors learn more and plan their time on campus.

“In this time of economic uncertainty, people need a welcoming, open place where they can go for entertainment and fun, solace and celebration,” stated Seattle Center Director Robert Nellams. “Live at Seattle Center invites visitors to engage, enjoy and restore their spirits.”

Here are some of the summer activities the initiative highlights:

KEYARENA AT SEATTLE CENTER

Dane Cook, June 5

Seattle Storm, June 7, 19, 26; July 7, 9, 12, 15, 19, 22; Aug. 1, 4, 8, 22, 25, 27, 29; Sept. 10

Green Day, July 3

Rat City Rollergirls, July 18

Women of Faith: A Grand New Day Conference, July 24 – 25

Depeche Mode, Aug. 10

COMMUNITY-WIDE FESTIVALS

Northwest Folklife Festival, May 22 – 25, Seattle Center campus, FREE

Seattle International Film Festival, thru June 14, SIFF Cinema at Marion Oliver McCaw Hall

Seattle PrideFest 09, June 28, Seattle Center campus, FREE

Seattle International Beerfest, July 3 – 5, Mural Amphitheatre

Comcast Bite of Seattle, July 17 – 19, Seattle Center campus, FREE entry

Bumbershoot: Seattle’s Music & Arts Festival, Sept. 5 – 7, Seattle Center campus

SAFECO INSURANCE FESTÁL

Pagdiriwang Philippine Festival, June 6 – 7, Seattle Center campus, FREE

Iranian Festival, June 20, Center House, FREE

Bastille Day: A French Celebration, July 12, Center House and Fisher Pavilion, FREE

Arab Festival, Aug. 1 – 2, Center House, FREE
BrasilFest, Aug. 16, Mural Amphitheatre, FREE
Tibet Fest, Aug. 22 – 23, Seattle Center campus, FREE
Korean Cultural Celebration, Sept. 12, Center House, FREE
Live Aloha Hawaiian Cultural Festival, Sept. 13, Center House, FREE

KEXP & SEATTLE CENTER PRESENT CONCERTS AT THE MURAL

July 31, Aug. 7, Aug. 14 and Aug. 21; and KEXP Barbeque, Aug. 8, all FREE

SEATTLE CENTER MOVIES AT THE MURAL

Aug. 1, Aug. 15, Aug. 22, Aug. 28 and Aug. 29, all FREE

COMMUNITY EVENTS

Spirit Walk, June 13, Mural Amphitheatre, FREE
2009 Livestrong Challenge Seattle, June 21, Seattle Center campus, FREE
Young Shakespeare Performances, July 11 – 12, Founders Court, FREE
Seattle League of Artists, July 13 – 23, Center House, FREE
Hispanic Seafair, July 26, Mural Amphitheatre, FREE
The Seattle Tattoo Convention, Aug. 7 – 9, Northwest Rooms
Weiner Dog Rally, Aug. 13, International Fountain Lawn, FREE
Seattle Oyster: The Ultimate Urban Adventure Race, Aug. 29, Fisher Pavilion Rooftop

SEATTLE CENTER ATTRACTIONS

Seattle Center Scavenger Hunt, June 1 – 30, FREE
Points of Discovery Self-Guided Tour, FREE
Seattle Center Fitness Class, Mid-day Tuesdays and Wednesdays, June – Aug., FREE
International Fountain Featured Music, FREE
WiFi in most campus open spaces and in Center House, FREE

Live at Seattle Center: Spotlight on Summer will appear in the print, radio and online advertising; and it will be promoted through community outreach and on-site promotions and activities. To learn more about the initiative and other Seattle Center activities, visit www.seattlecenter.com.

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 17 acres of open space, is welcoming to all - and 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 us together as a 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. For more information, visit www.seattlecenter.com.

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