



FOR IMMEDIATE RELEASE

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RIBBON CUTTING FOR RESTORED HISTORIC PASADENA EXHIBITION HALL SET FOR FEB. 8

PASADENA, Calif. – One of Pasadena’s oldest public event buildings will be officially brought back to life with a ribbon-cutting ceremony on Sunday, Feb. 8, at 6 p.m.

The historic Pasadena Civic Auditorium Exhibition Hall – also known as Exhibit Hall “C” – will reopen after last serving as an exhibition hall and ballroom in 1976. The public is invited to attend the ribbon-cutting ceremony and the first event at the restored 17,000-square-foot hall in nearly 40 years.

MUSE/IQUE, a musical “travelling party of smart fun,” kicks off its 2015 Uncorked Series with “Liberty/Conceived,” an unconventional orchestral tribute to Abraham Lincoln after the ribbon-cutting ceremony.

“MUSE/IQUE is one of the most unique and inspired live musical events anywhere, and it’s appropriate that MUSE/IQUE’s Uncorked Series tribute to Abraham Lincoln will be the first major event to fill Pasadena’s renovated historic exhibition hall,” said Michael Ross, chief executive officer of the Pasadena Center Operating Company, which includes the Pasadena Convention Center and Pasadena Civic Auditorium. “We are thrilled that an event of this stature and importance will re-open the hall. This is the ideal location for what we know will be an exciting and exceptional experience for the audience and the performers alike.”

Constructed in 1931 as part of the original Pasadena Civic Auditorium, the exhibit hall was used for conventions, dances and various exhibits. It was repurposed as home to the Pasadena Ice Skating Center in 1976. The hall held the ice rink until 2011, when the Pasadena Ice Skating Center moved to a new, stand-alone facility to the east of the Civic Auditorium. The hall sat idle until undergoing the \$900,000 renovation over the past six months.

“We’re excited to bring back one of Pasadena’s original exhibition halls with all of its luster, glory and celebrated architecture,” Ross said. “The restored building now has modern amenities, which will give the city increased capacity for bigger and better trade shows, consumer shows, conventions, banquets and other events.”

As a special educational service to the community, the public is invited to attend with unreserved seating, but reservations are required. To register, visit <http://www.visitpasadena.com/events/historic-exhibit-hall-grand-re-opening/>. MUSE/IQUE members and ticket buyers will have preferred seating closest to the stage. Parking is available at the Civic Center’s underground structure off Marengo or Euclid avenues.

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Pasadena Exhibition Hall Ribbon Cutting
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MUSE/IQUE's Uncorked Series are musical performances held in unconventional concert halls such as working warehouses, factories, schools and iconic cultural locales. Lincoln/Conceived" celebrates Lincoln's love of music and art through a celebrity-narrated performance featuring American Favorites like "Battle Hymn of the Republic," "Go Down Moses," "I Wish I Was in Dixieland" and "Beautiful Dreamer." Designed by Rachael Worby, the concert culminates with the work of Aaron Copland. In his brilliant composition, "Lincoln Portrait," the dean of American composers and the hero of our history come together to set our national imagination aloft.

For more information about the Pasadena Civic Auditorium and Pasadena Convention Center, contact the Pasadena Convention and Visitors Bureau at (800) 307-7977 or visit www.VisitPasadena.com.

For more information about the performance, visit <http://muse-ique.com/showinfo.php?id=26>

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The Pasadena Center Operating Company (PCOC) is a nonprofit corporation (501C4) formed by the City of Pasadena to manage the Pasadena Convention Center, the Pasadena Civic Auditorium, the Pasadena Convention & Visitors Bureau, and the Pasadena Ice Skating Center.

Note: Media are invited to attend the ribbon cutting and MUSE/IQUE performance. For information, contact Christine Susa at (626) 395-0211 or email csusa@visitpasadena.com.