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***PAW Patrol*®Live! “The Great Pirate Adventure” is Coming to Rupp Arena
The Pack is Back and on a Roll to October 6-7, 2023**

LEXINGTON, KENTUCKY (May 22, 2023) –[Nickelodeon](https://www.nickelodeon.com) and [VStar Entertainment Group](https://www.vstar.com) present *PAW Patrol Live! “The Great Pirate Adventure.”* This action-packed, music-filled production is based on the top-rated animated preschool series *PAW Patrol*, produced by Spin Master Entertainment and airing on Nickelodeon. Guests will see Ryder and his team of pups embark on a pirate-themed adventure to uncover hidden treasure. Do not miss this PAWsome opportunity to see the whole pack in this live touring stage performance. Tickets for all #performances in Lexington are on sale May 25 and may be purchased at pawpatrollive.com.

In *PAW Patrol Live! “The Great Pirate Adventure,”* Mayor Goodway is getting everything shipshape for a big Pirate Day celebration in Adventure Bay. When Cap’n Turbot falls into a dark and mysterious cavern, it’s *PAW Patrol* to the rescue! Chase, Marshall, Rubble, Skye, Rocky and Zuma save Cap'n Turbot and discover a secret pirate treasure map that leads them on an epic adventure. Things get *ruff* when Mayor Humdinger wants to find the treasure first for Foggy Bottom. The pups need all paws on deck for this pirate adventure, including help from the newest pup who’s all ears...Tracker! Using their heroic rescue skills, problem solving and teamwork, the pups set sail to save the day. No job is too big, no pirate pup is too small!

PAW Patrol Live! “The Great Pirate Adventure is the perfect way for families to create lifelong memories and provides kids the opportunity to experience in-person theater. Since its debut in the Fall of 2016, *PAW Patrol Live!* has been seen by over 4.3 million people, providing fans in over 40 countries with an unforgettable Broadway-style production. The performance is an interactive live stage show, encouraging audiences to learn pirate catchphrases, dance the pirate boogie and help the pups follow the treasure map and solve picture puzzles throughout their mission!

MORE

What: *PAW Patrol Live! "The Great Pirate Adventure"* is back and on a roll to Lexington!

When: Friday, October 6, 2023 10:00 AM
Friday, October 6, 2023 6:00 PM
Saturday, October 7, 2023 10:00 AM
Saturday, October 7, 2023 2:00 PM
Saturday, October 7, 2023 6:00 PM

Where: Rupp Arena
430 West Vine St.
Lexington, KY 40507

Tickets: Tickets start at \$43.50. Tickets are available at the Box Office and www.ticketmaster.com. Ticket prices are inclusive of a \$3.50 facility fee. Prices are subject to change. Additional fees and special offers may apply.

V.I.P: A limited number of V.I.P. (Very Important Pup) Packages are available, starting at \$123.50. The VIP package includes a premium seat and exclusive photo opp with PAW Patrol characters after the show. Each adult & child (age 1 & up) in a group must have a VIP ticket.

For more information or to join the Tail Mail mailing list for presale and other exclusive offers, visit www.pawpatrollive.com. Follow *PAW Patrol Live!* on Facebook, Instagram and Twitter at @pawpatrollive, and the hashtag #pawpatrollive.

FOR MEDIA ONLY: Advance phone interviews and in-studio interviews available. Contact sbork@centralbankcenter.com to schedule. [Click here to download, photos, b-roll, etc. Media Assets](#)

VStar Entertainment Group is a leading entertainment company and producer of unforgettable live experiences for audiences in the U.S. and internationally. From concept through activation, VStar imagines and creates custom tours featuring original content and licensed, branded tours that provide highly engaging entertainment for fans of all ages. With nearly four decades of expertise in all aspects of event production, operations, and management, VStar delivers turnkey, in-house solutions for theatrical shows, interactive exhibits, and brand activations. Acquired in 2018 by global live entertainment leader, Cirque du Soleil Entertainment Group, VStar has presented more than 40,000 live performances across 40 countries and entertains nearly three million guests annually. For more information, visit www.vstarentertainment.com.

Nickelodeon, now in its 43rd year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The brand includes television programming and production in the United States and around the world, plus consumer products, digital, location-based experiences, publishing and feature films. For more information or artwork, visit www.nickpress.com. Nickelodeon is a part of Paramount's (Nasdaq: PARAA, PARA) global portfolio of multimedia entertainment brands.

Spin Master Corp. (TSX:TOY) is a leading global children's entertainment company creating exceptional play experiences through a diverse portfolio of innovative toys, entertainment

franchises and digital games. Spin Master is best known for award-winning brands PAW Patrol®, Bakugan®, Kinetic Sand®, Air Hogs®, Hatchimals®, Rubik's Cube® and GUND®, and is the toy licensee for other popular properties. Spin Master Entertainment creates and produces compelling multiplatform content, stories and endearing characters through its in-house studio and partnerships with outside creators, including the preschool success *PAW Patrol* and nine other original shows along with multiple short-form series, which are distributed in more than 190 countries. The Company has an established digital games presence anchored by the Toca Boca® and Sago Mini® brands. With more than 2,000 employees in 29 offices globally, Spin Master distributes products in more than 100 countries. For more information visit spinmaster.com or follow on Instagram, Facebook and Twitter @spinmaster.

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About Central Bank Center

Located in Lexington, Kentucky, the **Lexington Center Corporation** (LCC) is a not-for-profit 501c3 corporate agency of the Lexington Fayette Urban County Government. It was established in 1974 to manage and maintain Rupp Arena at Central Bank Center, the Central Bank Center (formerly Lexington Convention Center), Triangle Park, and the Lexington Opera House. One of the nation's most storied entertainment destinations, Central Bank Center venues collectively welcome an average of 1.3 million patrons annually.

Since 1976, **Rupp Arena at Central Bank Center** has served as the home court of the University of Kentucky men's basketball team, regularly leading the national attendance average. Rupp Arena has hosted legendary artists such as Justin Timberlake, Paul McCartney, Garth Brooks, Chris Stapleton, and many more. Since 2018, Oak View Group and Live Nation Arenas have provided booking services to Rupp Arena. During the last 18 months, Rupp Arena has broken all previous audience attendance and revenue records in its storied 43-year history.

The Lexington Opera House, built in 1886 and listed on the National Register of Historic Places, is one of the premier performing arts centers in the region. Since its opening, the Opera House has played host to such famous stage performers as W.C. Fields, The Marx Brothers, Al Jolson, Julie Harris, Steve Martin, Brian Wilson, and Graham Nash. It has undergone two major renovations and remains a cultural destination in downtown Lexington.

The Central Bank Center holds over 200 meetings, trade shows, and special events annually. It just completed a transformative \$310 million expansion, featuring a dramatic, light-filled architectural design that offers over 200,000 SF of flexible meeting and event space. For more, visit www.centralbankcenter.com or follow us on Facebook, Instagram, or Twitter.

About OVG360

OVG360, a division of Oak View Group, is a full-service venue management and hospitality company that helps client-partners reimagine the sports, live entertainment, and convention industries for the betterment of the venue, employees, artists, athletes,

and surrounding communities. With a portfolio of more than 240 client-partners spanning arenas, stadiums, convention centers, performing arts centers, cultural institutions, and state fairs around the globe, OVG360 provides a set of services, resources and expertise designed to elevate every aspect of business that matters to venue operators. Service-oriented and driven by social responsibility, OVG360 helps facilities drive value through excellence and innovation in food services, booking and content development, sustainable operations, public health and public safety and more.