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**PAW Patrol<sup>®</sup> Live! "The Great Pirate Adventure", Rupp Arena, and GreenHouse17**

**Are Putting Their Paws Together for a Cause**

Lexington, KY (September 21, 2023) –In honor of Domestic Violence Awareness Month this October, Rupp Arena is proud to announce a partnership with PAW Patrol<sup>®</sup> Live! in a heartwarming community initiative – a Toy Drive aimed at providing stuffed animals to GreenHouse17. This local shelter provides refuge for women and children affected by domestic violence. This effort is aimed to provide comfort and happiness to children facing challenging circumstances.

GreenHouse17 recognizes the importance of emotional support in such difficult situations. Being able to hand a child a stuffed friend provides them with something to hold onto and can give them some much needed comfort during a difficult time. By donating to the cause, we not only help prepare for those difficult cases, but strengthen our ties as a community.

"We are excited to launch this Toy Drive in partnership with PAW Patrol<sup>®</sup> Live! ," said Brian Sipe, Oak View Group General Manager at Rupp Arena. "[GreenHouse17](#) works tirelessly to help families in need, and we want to show our appreciation for their dedication. We also believe that these stuffed animals will bring a sense of comfort and security to children in need. OVG360 tries to partner with as many community members as possible in the cities we proudly manager their complex, like the Central Bank Center right here in Lexington KY".

"GreenHouse17 is thrilled to be partnering with Rupp Arena and PAW Patrol<sup>®</sup> Live!. ," said Gretchen Bright, Board Member for GreenHouse17. "For woman and children who may have left their home in haste due to an abusive situation, a stuffed animal can give them a sense of normalcy and relief."

Here is how you can participate and make a difference:

- 1. Donate Stuffed Animals:** We invite the community to drop off new stuffed animals at the designated donation points located at Texas Roadhouse on Richmond Road at 3116 Richmond Rd, Lexington, KY 40509. There will also be a drop off point within Central Bank Center near the High Street entrance. Donations will be accepted from September 23<sup>rd</sup> to October 5<sup>th</sup>.
- 2. Exclusive Offer for Donors:** As a token of our gratitude, anyone who donates a stuffed animal will receive a special \$10 discount on Paw Patrol Live! tickets at Rupp Arena. A secret code will be placed at the designated donation points! This exciting show, filled with music and action, draws inspiration from the highly-rated preschool animated series, PAW Patrol, which is brought to you by Spin Master Entertainment and airs on Nickelodeon. In this performance, attendees will witness Ryder and his team of courageous pups as they set off on a pirate-themed journey in search of concealed treasure. Don't pass up this incredible opportunity to catch the entire pack in action during this live touring stage spectacle. It's a PAW-tastic event you won't want to miss!
- 3. Spread the Word:** Join us in making this toy drive a success by telling your friends and family about this meaningful opportunity. Together, we have the power to make a positive influence on our community.

Don't forget to join us at PAW Patrol ®Live! "The Great Pirate Adventure" on Friday, October 6<sup>th</sup> – Saturday, October 7<sup>th</sup> by visiting [rupparena.com](http://rupparena.com)!

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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.

**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.