

For Immediate Release

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March 10, 2020 Declared CHER Day in Bossier City

Bossier City, Louisiana – Mayor Lorenz “Lo” Walker, of Bossier City, Louisiana has declared Tuesday, March 10, 2020 CHER Day in Bossier City to coincide with her performance at CenturyLink Center’s 20th Anniversary show, **CHER: The Here We Go Again Tour**.

In honor of **CHER** headlining the arena’s 20th anniversary celebration, CenturyLink Center is excited to announce the following:

- ❖ In keeping with causes similar to those CHER supports, CenturyLink Center has planted a shade tree in her honor at the newly renovated FIELD OF DREAMS; Bossier City’s inclusive playground and park now upgraded with special amenities providing many activities for all children including those with disabilities. (photo attached)
- ❖ A portion of the proceeds from a Specialty Drink sold at “CHER: The Here We Go Again Tour.” will be donated in Cher’s name to the local non-profit: *P.A.C.E., People Acting for Change and Equality*.
- ❖ All CHER concert attendees will receive a commemorative 20th Anniversary Ticket featuring CHER’s photo and tour logo.

CenturyLink Center’s 20th Anniversary show: **CHER: The Here We Go Again Tour** will be on March 10, 2020 at 7:30PM, featuring Nile Rodgers & CHIC!

Tickets are available for purchase at the b1BANK Box Office located at CenturyLink Center, and www.ticketmaster.com.

About CenturyLink Center

Since opening its doors in the late fall of 2000, CenturyLink Center has been on the map as one of the top entertainment destinations in the South. Located on the banks of the Red River in Bossier City, LA, the CenturyLink Center is a 270,000 square foot facility capable of hosting up to 14,000 patrons. The venue features world-class concerts, family shows, ice-skating shows, motor sports, rodeos, conventions, religious and community events, as well as other special events.

About ASM Global

ASM Global is the world's leading venue management and services company. The company was formed by the combination of AEG Facilities and SMG, global leaders in venue and event strategy and management. The company's elite venue network spans five continents, with a portfolio of more than 300 of the world's most prestigious arenas, stadiums, convention and exhibition centers, and performing arts venues. From Aberdeen to Anchorage, and Sydney to Stockholm, its venues connect people through the unique power of live experiences.

ASM Global's diverse portfolio of clients benefit from the company's depth of resources and unparalleled experience, expertise and creative problem-solving. Each day, the company's 61,000 passionate employees around the world delivers locally tailored solutions and cutting-edge technologies to deliver maximum results for venue owners, and operations, and amazing experiences for guests. By consistently looking for new ways to envision, innovate and empower the spaces and places that bring people together, ASM Global elevates the human spirit while delivering the highest value for all stakeholders. For more information, please visit www.asmglobal.com.