

MEDIA CONTACTS

Madison Mann, The CKP Group
madison@theckpgroup.com / 832-930-4065 x120

Andrew Huang, Smart Financial Centre
AndrewHuang@theambassadors.com / 832-745-1375

FOR IMMEDIATE RELEASE
September 23, 2021

SMART FINANCIAL CENTRE AT SUGAR LAND ANNOUNCES RETURN TO LIVE PROGRAMMING WITH FALL 2021 LINEUP — “TOGETHER AGAIN”

Season highlights include performances from H.E.R., TLC, Pat Benatar, Alice Cooper, Erykah Badu, Old Dominion, and more

HOUSTON, TX — The Smart Financial Centre at Sugar Land announces its return to live performances and fans coming together again with its Fall 2021 lineup. After a lengthy shutdown due to Covid-19, Smart Financial Centre is back with programming featuring a diverse range of artists and performers from a variety of genres, with acts including H.E.R., LANY, Pat Benatar, Lindsey Buckingham, Maluma, Erykah Badu, Alice Cooper and more. Smart Financial Centre also announces the hiring of Michael Riley, the Centre’s new General Manager, whose 25-plus years of experience in live entertainment include positions with the AT&T Performing Arts Center in Dallas, The Majestic in Dallas, Majestic/Empire Theatres in San Antonio and, most recently, Live Nation’s The Pavilion at the Toyota Music Factory in Irving, Texas.

“Nothing can beat the experience of seeing your favorite band perform live and in person,” said Riley. “There is an energy and bond created between the audience and performer that can only happen in a live setting. We created the tagline “Together Again” to highlight that communal experience with the audience and artists. This fall, we’re celebrating not only the return of live music but also the responsibility to create as safe an environment as possible for fans. We have implemented numerous safety protocols, working hand-in-hand with artists on additional measures they are requiring for their own tours. We’re looking forward to welcoming fans back to Smart Financial Centre this October with a full schedule of shows”

For all 2021 concerts, masks are strongly encouraged for unvaccinated or at-risk guests. Some shows may require proof of vaccination, or a negative Covid-19 test for admission, at the discretion of the performing artists. All staff and vendors will be required to wear masks. Sanitization stations will be accessible throughout the venue. All tickets will be electronic and accessed through cell phones and concessions will be cashless. Please check on the individual event pages on the [Smart Financial Centre website](#) for more information on attendance requirements.

When the pandemic forced the cancellation of live entertainment programming in 2020, Smart Financial Centre served as a Covid-19 testing and vaccination site for Sugar Land and other Houston-area residents, as well as a voting center for the 2020 Presidential election. The venue’s return to live programming this fall celebrates a noteworthy milestone for the City of Sugar Land.

“The reopening of the Smart Financial Centre represents a significant step in our city’s economic recovery from the pandemic,” said City of Sugar Land Mayor Joe R. Zimmerman. “Its opening will positively impact many of our restaurants, hotels and destination shopping locations, in addition to

Smart Financial Centre announces return to live programming with Fall 2021 season

providing much-needed support to the performing artists who were among the first to shut down in 2020 and the last to resume.”

SMART FINANCIAL CENTRE 2021 CALENDAR

For full details and schedule updates, please see smartfinancialcentre.net.

TLC

With Bone-Thugs-N-Harmony and special guest

Saturday, October 2, 2021, 8 p.m.

Erykah Badu

Thursday, October 7, 2021, 8 p.m.

93Q Country Nights 2021 Two Nights

With Jon Pardi, Brett Eldredge, Tenille Arts, Cam and Ian Munsick, Old Dominion, Kip Moore, Priscilla Block, and Walker County

Tuesday/ Wednesday, October 12/13, 2021, 7 p.m.

H.E.R.

Back of My Mind Tour with special guest Tone Stith

Thursday, October 14, 2021, 8 p.m.

El Alfa

La Layenda Del Dembow

Friday, October 15, 2021, 8 p.m.

Joe Bonamassa

Saturday, October 16, 2021, 8 p.m.

Maluma

Papi Juancho World Tour

Sunday, October 17, 2021, 8 p.m.

Alice Cooper

With special guest Ace Frehley

Monday, October 18, 2021, 8 p.m.

NEEDTOBREATHE

INTO THE MYSTERY TOUR with special guests Switchfoot and The New Respects

Friday, October 22, 2021, 8 p.m.

The Millennium Tour 2021

Omarian and Bow Wow

Saturday, October 23, 2021, 8 p.m.

Alejandro Sanz

La Gira Tour

Sunday, October 24, 2021, 8 p.m.

Page 3

Smart Financial Centre announces return to live programming with Fall 2021 season

Pat Benatar & Neil Giraldo

With special guest Jon Waite

Monday, October 25, 2021, 8 p.m.

LANY

GG BB XX tour with special guest Keshi

Friday, October 29, 2021, 8 p.m.

Hasan Minhaj

The King's Jester Tour

Friday, November 5, 2021, 7 p.m. & 10:30 p.m.

Karol G

BICHOTA TOUR

Wednesday, November 10, 2021, 8 p.m.

Ron White

Friday, November 12, 2021, 8 p.m.

Jo Koy

Just Kidding World Tour

Friday, November 19, 2021, 8 p.m.

Crowder

The Milk & Honey Tour with special guest Jonathan McReynolds

Saturday, November 20, 2021, 7:30 p.m.

Christian Nodal

Botella Tras Botella Tour with special guest Gera MX

Sunday, November 21, 2021, 8 p.m.

Farruko

LA167 Tour

Friday, November 26, 2021, 8 p.m.

No Limit

Reunion Tour

Saturday, November 27, 2021, 7:30 p.m.

Mastodon/ Opeth

Sunday, November 28, 2021, 7 p.m.

Bert Kreischer

The Berty Boy Relapse Tour

Friday, December 3, 2021, 8 p.m.

Frankie Valli & The Four Seasons

Saturday, December 4, 2021, 7 p.m.

The Elf on a Shelf — The Christmas Musical

Thursday, December 9, 2021, 7 p.m.

Smart Financial Centre announces return to live programming with Fall 2021 season

Lindsey Buckingham

With special guest Sammy Brue
Saturday, December 11, 2021, 7:30 p.m.

Sarah Brightman

A Christmas Symphony
Saturday, December 18, 2021, 7:30 p.m.

Pentatonix Christmas

Tuesday, December 21, 2021 8p.m.

Mannheim Steamroller

Sunday, December 26, 2021, 7:30 p.m.

About Smart Financial Centre

Since its grand opening in January 2017, Smart Financial Centre has provided a state-of-the-art venue for live performances in Sugar Land and has hosted a wide array of programming, including nationally and internationally celebrated musicians and comedians—such as Dave Matthews, Sting, Rod Stewart, Kiss, Jerry Seinfeld, Sebastian Maniscalco, Willie Nelson The Killers, Anita Baker, Lionel Richie and many others—along with family shows, theatrically staged Broadway productions and cultural performances. The 200,000-square-foot venue’s moveable walls allow for intimate performances for 2,000 guests or theater seating for up to 6,400 guests. The venue is managed by Ambassador Theatre Group in partnership with the City of Sugar Land.

More information about Smart Financial Centre and high-res images can be found at the press kit here: <http://bit.ly/31w5jvj>

About Smart Financial Credit Union

Smart Financial Credit Union has been dedicated to providing superior service to every member since 1934. With 16 locations in Greater Houston, Smart Financial is a state-chartered credit union that is owned and operated by its members. Smart Financial provides a full range of financial services to more than 72,000 members. For more information visit www.smartcu.org or engage with Smart Financial Credit Union on [Facebook](#) or Twitter [@SmartFinancialCU](#).

About City of Sugar Land

Known as the “Sweetest City in Texas,” Sugar Land is one of the finest cities in which to do business, live, work and visit. With some of the nation’s best master-planned communities, pristine parks and trails, and world-class medical facilities, Sugar Land offers the full amenities to create your very own home sweet home. Not to mention, Sugar Land consistently ranks among the most beautiful and safest cities in the nation. Fueled by a highly educated, globally diverse and a fast-growing population, Sugar Land’s economy attracts dozens of global companies ranging from startups to Fortune 500 firms like Minute Maid and Texas Instruments. Whether it’s a piece of history, on-trend shopping or hours of family fun, Sugar Land offers something sweet for everyone. Catch a large special event at Sugar Land’s Crown Festival Park or a Skeeters baseball game at Constellation Field, which has 360 degrees of fun, including a splash pad, basketball entertainment, swimming pool, an open-air ice house and buffet. Visitors can also enjoy 100+ live entertainment acts throughout the year at the award-winning Smart Financial Centre at Sugar Land. Overall, the city’s bold, thoughtful approach to development, making life sweeter and more refined for its businesses, residents and visitors, is simply known as “The Sugar Land Way.”

