



Von Braun Center Releases 50th Anniversary Book

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Huntsville, Ala. (3.24.2025) – The Von Braun Center (VBC), North Alabama’s most iconic entertainment and event venue, released an archival book in celebration of its 50th anniversary.

“Since 1975, the VBC has created a legacy that is unparalleled in the community,” commented VBC Executive Director Steve Maples. “It is an icon, a pillar of Huntsville and North Alabama, and there is truly no other organization or business like the VBC in the region which is why we knew this historic milestone was the perfect opportunity to research, write and publish a book archiving the Center’s rich history.”

On March 14th, 1975, the Von Braun Civic Center opened its doors for the first time. The buzz and excitement for the new complex of venues was palpable and immediately changed the economic and cultural landscape – and trajectory – for Huntsville.

Fast-forward five decades to March 14th, 2025. The VBC held a celebration invitation-only dinner in Saturn Ballroom where over 450 guests attended. Guests included city, county and state representatives, current and retired full-time staff, VBC Board of Control members and Executive Directors (both past and present), community partners and friends of the organization. Attendees received a commemorative copy of the 112-page book which documents the Center’s early beginnings, growth, impact over the years, and a look to the future.

This book is now accessible for free in digital format online through the VBC’s website vonbrauncenter.com/50th-anniversary/.

The theme for the VBC’s 50th anniversary is simple: *Your Place Through Time*. It calls for the community to remember how the VBC has been your place for those shared experiences and how it will continue being your place for many years to come.

“The Von Braun Center has been a catalyst in creating culture and great memories through the many thousands of concerts, performances, sporting and special events it has provided over the past 50 years,” said Mayor Tommy Battle. “Thanks to the outstanding VBC management and employees who lead this landmark venue. We can’t wait to see what happens in the next 50 years!”

The VBC started a yearlong campaign in March 2024 building up excitement and community engagement as the organization neared this historic milestone anniversary. The buildup included ongoing giveaways online using the campaign’s hashtag #VBC50 and asked community members to share their favorite VBC memories. Throughout the yearlong buildup, special free events were held like karaoke nights in Mars Music Hall, free

backstage tours during Havoc’s Meet The Team event in Propst Arena, and an interactive art activity at Panoply. Commemorative events also included a unique reunion event for all current and past employees (including full-time, part-time and contract staff); as well as a 5K Music Run in downtown Huntsville that ended with a concert inside Propst Arena – an event that kicked-off Huntsville’s Music Month!

Now in its official 50th year, the celebration continues with maintaining the special 50th logo, an open house in the Mark C. Smith Concert Hall once backstage renovations are complete this summer, more free events in Mars Music Hall, the launching of a new website, and another 5K Music Run which comes after many requests following the 2024 event.

Offering accommodations for all types of events, the VBC serves diverse audiences through diverse events including major conferences, concerts, theatrical performances, sporting events, private events, and much more. The 50th anniversary is a great opportunity to highlight what the variety of event offerings at the VBC have in common – they each bring people together for meaningful moments.

“In the age of online media and virtual experiences, the VBC remains a physical landmark uniting people together – in person,” Maples continued. “We are in the business of cultivating experiences. Whether it’s giving local theatre groups and young dancers a stage to perform on, providing a space for graduates to share the moment of receiving their diploma with family and friends, bringing someone’s favorite touring band to their hometown, hosting thousands of industry professionals as they share information and secure deals, or creating family traditions of cheering for Huntsville Havoc ice hockey each season - nearly every type of moment, big and small, happens at the VBC.”

When the (then) Von Braun *Civic* Center first opened its doors in 1975, it was home to an Arena, Concert Hall, Playhouse, and East Hall. Today, the Von Braun Center includes Propst Arena, Mark C. Smith Concert Hall, The Playhouse, Saturn Ballroom, South Hall, East Hall, Mars Music Hall, and Rhythm on Monroe, as well as a full-service catering kitchen.

“We are thrilled to celebrate our 50th anniversary with you,” said Maples. “Let’s create another 50 years of memories together!”

For more information about the Von Braun Center and the 50th anniversary, visit vonbrauncenter.com.

The press kit, including hi-res images, 50th anniversary VBC logos, video news release and more is available [here](#).

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About Von Braun Center

For nearly 50 years, the Von Braun Center has been a space for people to gather and create shared experiences. As a multi-purpose facility located in downtown Huntsville, Alabama, the VBC offers multiple venues for presenting cultural, educational, entertainment, sporting and social events. Venue spaces include the Propst Arena, Mark C. Smith Concert Hall, The Playhouse, Mars Music Hall, South Hall, East Hall, and Saturn Ballroom. Additionally, the VBC has an on-site restaurant and rooftop bar – Rhythm on Monroe. With over 170,000 square feet of flexible meeting space, the VBC accommodates events of all types and sizes. As technology evolves, the Von Braun Center continues to bring people together for in-person moments.