



PEPPER ENTERTAINMENT INC.

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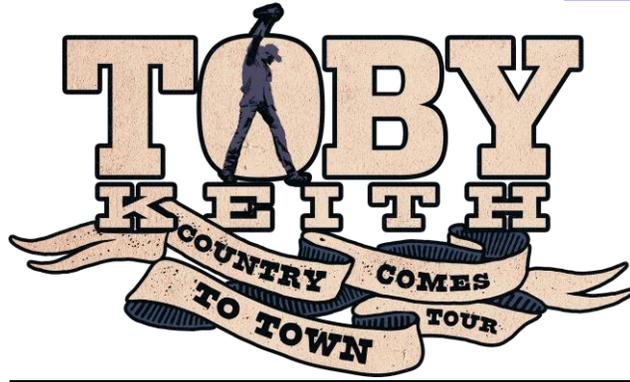
## NEWS RELEASE

**FOR IMMEDIATE RELEASE**

Friday, March 6<sup>th</sup>, 2020

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**TOBY KEITH – COUNTRY COMES TO TOWN TOUR  
WITH SPECIAL GUEST LAINE HARDY  
FINDLAY TOYOTA CENTER – THURSDAY, SEPTEMBER 10<sup>th</sup>, 2020  
TICKETS ARE ON FRIDAY, MARCH 13<sup>th</sup> at 10:00AM**

**Prescott Valley, AZ** – Toby Keith is coming to Prescott, AZ at the Findlay Toyota Center on Thursday, September 10<sup>th</sup> 2020 with special guest, Laine Hardy. Venue pre-sale Wednesday, March 11 at 10:00 AM. Tickets go on-sale Friday, March 13<sup>th</sup> at 10:00am.

**Toby Keith**

The familiar maxim of the triple threat – singer, songwriter, and musician – doesn't begin to cover it for Toby Keith, one of the modern era's most complete self-directed hit makers. And Keith's most recent months are a remarkably accurate representation of his entire career. In October 2019, he released Toby Keith Greatest Hits: The Show Dog Years, a collection of his songs that features more than a dozen tracks with four newly recorded songs including "That's Country Bro" and "Don't Let The Old Man In," which was inspired by a conversation he had with Clint Eastwood and was later featured in Eastwood's movie, "The Mule." The album also includes country's most impactful viral event, "Red Solo Cup," the video for which has received more than 53 million views and was named ACM Video of the Year. Rounding out his music-related accomplishments is his Toby Keith & Friends Golf Classic fundraising event. Celebrating its sweet 16th year in 2019, that annual two-day bash has brought in a total of \$13.7 million to support the charitable endeavors of The Toby Keith Foundation which includes aiding sick children and their families in Oklahoma.



From the moment he released his debut, hit single "Should've Been A Cowboy," the engine driving everything has been the music. He writes it. He arranges and produces it. And he

releases it on his own record label, Show Dog Nashville. At the core is his songwriting, as recognized in his 2015 induction into the Songwriters Hall Of Fame in New York City. That year Robert Hunter and Jerry Garcia of the Grateful Dead, Willie Dixon, and other songwriters from all genres of music were also included in his induction class. The Nashville Songwriters Association International named him Songwriter/Artist of the Decade and he is a three-time BMI Country Songwriter/Artist of the Year. His songs have received more than 95 million BMI performances on commercial radio stations worldwide, making him the organization's top country songwriter in terrestrial country radio. Keith's albums have sold more than 40 million copies. His tours have drawn more than a million fans each year for more than a decade straight, with expansions into Europe and Australia. The awards are too numerous to count and include Artist of the Decade nods from Billboard and the American Country Awards, as well as the ACM's Career Achievement honor, Poet's Award recipient, and twice their Entertainer of the Year award winner in back-to-back years. Toby's most rewarding experiences, however, have come from giving back locally, nationally and abroad. In addition to his effort and support with The Toby Keith Foundation and OK Kids Korral, his 11 USO Tours to date have enhanced the lives of nearly 256,000 troops and military families in 18 countries with more than 285 events, and have been recognized with the Spirit of the USO Award (2014).

### **Laine Hardy**

Hailing from Livingston, Louisiana, Laine Hardy is a country singer, songwriter and guitarist. His discography includes the EP In The Bayou (2018) and the single "Flame". The Louisiana native competed on seasons 16 and 17 of American Idol. Hardy won season 17, making history as the first Asian-American to win the singing competition.

Tickets available at the Findlay Toyota Center Box Office, [www.Ticketmaster.com](http://www.Ticketmaster.com)  
[www.FindlayToyotaCenter.com](http://www.FindlayToyotaCenter.com) & [www.PepperEntertainment.com](http://www.PepperEntertainment.com)

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### **Pepper Entertainment**

*Established in July of 2006, Pepper (PE) is based in Sioux Falls, SD. As one of the fastest scaling, independent promotions company in the Midwest, PE, collectively, exceeds 25 years of experience spanning a broad scope of industry specialties, such as; Live Promotions, Corporate & Private Event Talent Buying, Club & Performing Art Center Programming & Media & Marketing Services.*

**About Findlay Toyota Center** - The Findlay Toyota Center is a 6,000-seat venue, approximately 85 miles north of Phoenix, which serves the Prescott, Sedona, and Flagstaff metro areas. The facility is home to the Northern Arizona Suns basketball team (the Phoenix Suns NBA G League affiliate), concerts, sporting events, motorsports, and community events. Major events have



included Willie Nelson, Justin Moore, Mannheim Steamroller, James Taylor, and Stevie Nicks. Learn more at [www.findlaytoyotacenter.com](http://www.findlaytoyotacenter.com)

**About Spectra** - Spectra provides private management services for the Town of Prescott Valley's Findlay Toyota Center. Spectra is an industry leader in hosting and entertainment, partnering with clients to create memorable experiences for millions of visitors every year. Spectra's unmatched blend of integrated services delivers incremental value for clients through several primary areas of expertise: Venue Management, Food Services & Hospitality, and Partnerships. Spectra has developed and secured over 35 naming rights partnerships on behalf of its clients across North America in the past six years. Learn more at [www.spectraexperiences.com](http://www.spectraexperiences.com). Follow Spectra on Facebook, Instagram, Twitter, and LinkedIn.

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