



**SPECTRA**

**FINDLAY TOYOTA CENTER ANNOUNCES - CONCERT FOR A CAUSE: BEATLES VS BEACH BOYS TRIBUTE ON APRIL 20<sup>TH</sup>, 2019**

*Concert for a Cause benefits the Prescott Valley Performing Arts and Children's Theater*

**Prescott Valley, AZ (March 7, 2019)**— The Findlay Toyota Center announced today that on April 20th, 2019 they are hosting Concert for a Cause: Beatles vs Beach Boys with all proceeds benefiting the Prescott Valley Performing Arts and their new children's theater. Tickets go on sale on Friday, March 8th at 10:00 am online at Ticketmaster.com and at the box office. You can find more info about the event at [www.findlaytoyotacenter.com](http://www.findlaytoyotacenter.com).

Prescott Valley Performing Arts uses the power of music to bring the community together and fulfill their mission. PVPA works hard to bring outstanding tribute bands to the Findlay Toyota Center every year so the community has a fun and entertaining way to support their theater productions.

"The Findlay Toyota Center has been a great partner in bringing our fundraising concerts to the community. We wouldn't have been able to build our new children's theater without them," said Clyde Neville, Founder/Executive Producer of Prescott Valley Performing Arts.

The Prescott Valley Performing Arts mission is to provide opportunities for area residents, of all ages, to participate in the creative process of live theatre and to enjoy the artistic, social and educational benefits of the art form. Clyde Neville, Founder/Executive Producer of Prescott Valley Performing Arts has a passion for the Arts and cares deeply about bringing the community together through the many programs and productions of the PVPA.

We are always excited to have events that bring quality entertainment to the arena and support the community at the same time!" said Sheila Anderson, Spectra's Marketing Manager at the Findlay Toyota Center.

Prescott Valley Performing Arts is building a children's theater right next to the Findlay Toyota Center and is set to open in June with their first production, Gilligan's Island. All proceeds will go toward the project. Over 18,000 volunteer hours will have gone into the project by its opening to ensure that they will be debt free and any money they receive can go back into the training and development of their members and productions.

**About Prescott Valley Performing Arts** Prescott Valley Performing Arts, Inc. is incorporated under section 501(c)(3) of the internal revenue service. As a non-profit corporation as of April 15, 2004, all donations are tax deductible. The interesting, imaginative, educational, and artistic programs that Prescott Valley Performing Arts produce for our main stage, family, and youth theaters will provide the community a greater appreciation of the performing arts and will contribute to the quality of life throughout the region.

For more information about Prescott Valley Performing Arts or to find out how you can get involved, visit their website [www.prescottvalleyperformingarts.org](http://www.prescottvalleyperformingarts.org).

**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 Entertainment Center Community Facilities District. 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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