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GROOVY FRIENDS AND A GALATIC CONCERT

May the Force Be With all *Star Wars* Fans at ***Star Wars: In Concert*** held in **Veterans Memorial Coliseum** on **July 8**. With an 86 piece orchestra and special lighting and lasers, audience members will feel like they are in a galaxy far, far away.

Visit www.starwarsinconcert.com for more information.

Feeling Groovy? "Old Friends" **Simon & Garfunkel** will perform live in concert in **Veterans Memorial Coliseum** on **Wednesday, July 14**. Join Simon and Garfunkel as they reunite and perform songs from their classic catalog, as well as songs from both of their solo careers. For more information on the Simon and Garfunkel "Old Friends" Tour, visit www.simonandgarfunkel.com.



GET IN THE GAME

On **Saturday, July 10**, come to **Exhibition Hall** at the Alliant Energy Center to watch some extreme battles at Madtown Throwdown. Pairing with CombatUSA, the fighters will brawl for the title of "Top 8 in the State" during four semi-final challenges. For more information on the competition and fighters, visit www.madtowntrowdown.com.

Come watch the Dairyland Dolls take on the HaRD Knocks at the **Mad Rollin Dolls Roller Derby** on **Saturday, July 24**. Hosted in **Veterans Memorial Coliseum**, enjoy watching the girls duke it out at this intense competition. For more information on the Mad Rollin Dolls Roller Derby, visit www.madrollindolls.com.

In the celebration of life for transplant recipients, The National Kidney Foundation hosts the largest gathering of transplant recipients at the 2010 **U.S. Transplant Games** at the **Alliant Energy Center**. This five-day competition is held from **July 30** to **August 4** and promotes the success of recent recipients of organ transplants through 13 different sports competitions. The event also has special programming for donor families and living donors. New to the event this year is a tailgate party prior to the Opening Ceremony and ballroom dancing. More information is available at www.kidney.org.



CULTIVATING FUN, FAIRS AND FELTERS

If you're looking for a week of entertainment for everyone in the family, you don't want to miss this year's **Dane County Fair** held in **on the Alliant Energy Center grounds** from **Wednesday, July 14** through **Sunday, July 18**. Enjoy fabulous fair food, an interactive children's petting zoo, carnival rides along with great entertainment. To look at the line up for the Dane County Fair, visit www.danecountyfair.com for more details.

Calling all Felters! This year's **Midwest Felting Symposium** held in **Exhibition Hall** will offer classes on a variety of felting techniques featuring artists and instructors from all over the world. During various classes learn how to make anything from origami beaded purses to felt shoes. The event will take place from **Wednesday, July 21** through **Sunday, July 25**. For more information, visit www.midwestfeltingsymposium.com.



FROM ELVIS TO SINATRA, A TRIP DOWN MEMORY LANE OF VETERANS MEMORIAL COLISEUM

The grand opening of Veterans Memorial Coliseum on Sunday, March 16, 1967 marked a big change, positioning Dane County in the “big leagues” for entertainment.

The Coliseum made headlines as a remarkable addition to the Madison community. Raymond Merle of the Wisconsin State Journal wrote on the grand opening of the Coliseum, “Today a new facility-and presumably a new era in community events and entertainment-opened for Dane County and Madison.”

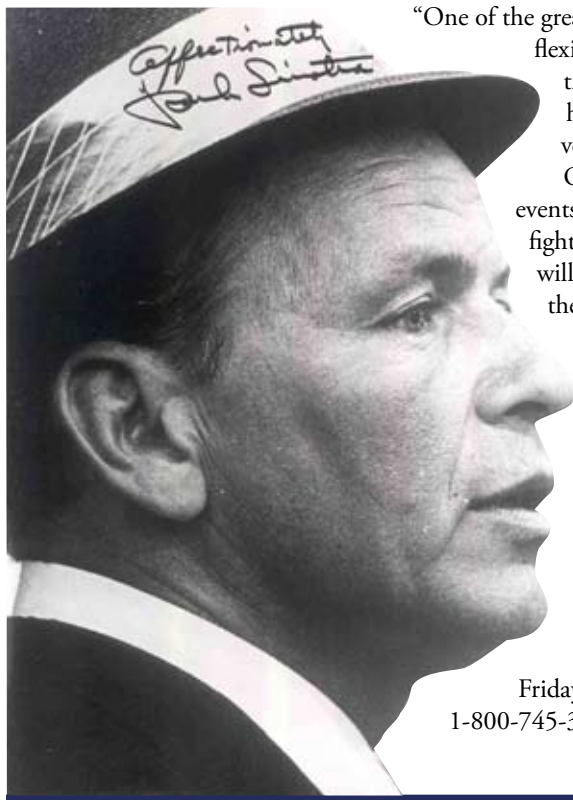
Today, Veterans Memorial Coliseum, with a 10,231-person capacity, features comfortable upholstered and padded seats, nine spacious dressing rooms, eight luxury suites, a comfortable green room, a full service box office and Ticketmaster services. Strategically designed in a circular venue, attendees always have a great view of the action no matter where they are seated.

The Coliseum hosts events such as concerts, family shows, sporting events, staged performances, consumer shows, conventions and assemblies.

According to Herb Frank, president of Frank Productions, “It’s been so many, so many years and this facility has seen so many top acts.”

The Coliseum was swarming with fans on June 24, 1977, as the legendary “King of Rock and Roll” shook his hips and sang “Jailhouse Rock.” Elvis made headlines rocking out with a sell-out crowd of more than 10,000 fans during his last, *Elvis’ Final Farewell*. Attendees were in awe as their idol, Elvis performed his classic songs such as “One Night” and “Love Me Tender.”

Elvis is not the only star to make headlines in Madison in Veterans Memorial Coliseum. Since it was built in 1967, the Coliseum has attracted big names such as Frank Sinatra in 1967, Janis Joplin in 1969 and Elton John in 1980.



“One of the great things about the Memorial Coliseum is its flexibility” Larry Frank, CEO of Frank Productions said, “...millions of dollars of renovations has made the building stay very current and very popular.”

Over the years, the Coliseum has evolved now including high production value events. On Thursday, July 8th, the Coliseum will transform into a laser blinding, Jedi fighting, out-of-this-galaxy experience as *Star Wars: In Concert* takes over. The concert will feature an 86-piece orchestra along with special lights and lasers that will illuminate the Coliseum.

Returning to the Coliseum as part of their “Old Friends” tour, **Simon and Garfunkel** will perform on July 14th. The duo will perform songs from their classic catalog, as well as songs from both of their solo careers.

Whether you were enjoying the sounds of Bruce Springsteen in 1978 for \$7.50 a ticket or you were singing “Proud Mary” with the Queen of Rock ‘N Roll, Tina Turner, in 1985, Veterans Memorial Coliseum at the Alliant Energy Center has something for everyone.

For more information on *Star Wars: In Concert* visit www.starwarsinconcert.com. Additionally, to connect with “Old Friends” Simon and Garfunkel and learn more about their tour visit www.simonandgarfunkel.com.

Tickets are available for these concerts at the Coliseum Box Office (Monday – Friday, 10am – 5pm), ticketmaster.com, all ticketmaster outlets, or charge by phone at 1-800-745-3000.



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