

*For Immediate Release*

## **CITY COUNCIL APPROVES NAME CHANGE FOR HAMILTON PLACE**

### **FirstOntario Credit Union adds Hamilton Place to Naming Rights Deal**

**Hamilton, ON, December 14, 2016** - Earlier today City Council approved a name change to Hamilton Place whereby FirstOntario Credit Union, which owns the naming rights to the arena formally known as Copps Coliseum, will add its name to Hamilton Place, the performing arts theatre located in Hamilton's downtown core. The venue will be renamed FirstOntario Concert Hall in the New Year according to the City of Hamilton and Spectra by Comcast Spectacor, the providers of Venue Management to the Core Entertainment facilities.

"FirstOntario have been terrific partners. They are entrenched within the community and are an instantly recognizable brand," said Hamilton City Councillor, Jason Farr. "We are so pleased that they have also agreed to put their name at Hamilton Place."

"We are thrilled to extend our relationship with FirstOntario by having them continue to commit to the arts and entertainment of Hamilton," said Spectra's Scott Warren, General Manager of the Core Entertainment facilities. "FirstOntario continues to be a tremendously passionate partner in the renaissance of this city and naming rights of this iconic venue is yet another example of their continued commitment to Hamilton."

"We thank council for supporting our latest initiative to support Hamilton's vibrant renewal, and look forward to unveiling the new Concert Hall in 2017," said Mary De Sousa, Executive Vice President for Member Experience and Marketing. "We respect what Scott and his team have been able to accomplish with the venues and we are excited to once again partner with Spectra, as we did with FirstOntario Centre. FirstOntario grew up in Hamilton so we are proud to again invest in our roots."

Since opening its doors in 1973, Hamilton Place continues to be recognized as an iconic performing arts and entertainment theatre in Hamilton. Most recently, the venue was recognized as the fifth busiest theatre in Canada according to concert industry publication Pollstar's 2015 year-end report. The theatre has housed notable artists including Blue Rodeo, Jerry Seinfeld, John Mellencamp, Slash and Gordon Lightfoot to name a few and is the home of the Hamilton Philharmonic Orchestra.

The City of Hamilton hired Spectra by Comcast Spectacor, experts in hosting and entertainment, as the operator of FirstOntario Centre, Hamilton Place and The Studio under the Core Entertainment brand on March 1, 2013. Since being hired, Spectra has saved the City of Hamilton approximately two million dollars to date, while working diligently to improve the experiences offered to the community. Some of these improvements include the installation of an LED ring at FirstOntario Centre and naming rights deals of the arena and now the performing arts theatre.

#### **For More Information – Please Contact:**

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## **ABOUT CORE ENTERTAINMENT**

Core Entertainment (CoreEntertainment.ca) is the engine that drives over 400 events to FirstOntario Centre, FirstOntario Concert Hall and The Studio. Reaching fans across Southwestern Ontario, we have something for everyone whether you enjoy, sports, concerts, family shows or theatre. Core Entertainment is powered by Spectra by Comcast Spectacor.

## **ABOUT SPECTRA**

Spectra by Comcast Spectacor is the expert in hosting and entertainment, partnering with over 300 clients at 400 global properties to create memorable experiences for millions of visitors every year. Spectra's expertise is embodied within three main divisions: Venue Management (formerly Global Spectrum), Food Services & Hospitality (formerly Ovations Food Services), and Ticketing & Fan Engagement (formerly Paciolan). Learn more at SpectraExperiences.com. Comcast Spectacor is part of Comcast Corporation, a Fortune 50 media and technology company that operates Comcast Cable and NBCUniversal. Headquartered in Philadelphia, Pa., Comcast Spectacor also owns and operates the National Hockey League's Philadelphia Flyers and the Wells Fargo Center venue. Visit us at [ComcastSpectacor.com](http://ComcastSpectacor.com), [PhiladelphiaFlyers.com](http://PhiladelphiaFlyers.com) and [WellsFargoCenterPhilly.com](http://WellsFargoCenterPhilly.com) for more information.

## **ABOUT COMCAST SPECTACOR**

Comcast Spectacor is part of Comcast Corporation, a global media and technology company that operates Comcast Cable and NBCUniversal. Headquartered in Philadelphia, Pa., Comcast Spectacor's three core businesses are the National Hockey League's Philadelphia Flyers, the Wells Fargo Center venue, and Spectra, the expert in hosting and entertainment through its Venue Management, Food Services & Hospitality, and Ticketing & Fan Engagement divisions. Visit us at [ComcastSpectacor.com](http://ComcastSpectacor.com) for more information.

## **ABOUT FIRSTONTARIO CREDIT UNION**

In business since 1939, FirstOntario Credit Union has 110,000 members and more than \$4 billion in Assets under Management. The credit union is the second largest credit union in Ontario providing a full suite of banking products including daily banking, mortgages, lines of credit, loans and investments. FirstOntario has 32 locations, serving 14 communities across the Hamilton, Halton, Niagara, Haldimand/Norfolk, Brant, Norwich, and Oxford regions as well as free access at 3,300 ATMs across Canada. Membership at FirstOntario is open to anyone. FirstOntario is a proud advocate of the communities we serve and supports many important community organizations. FirstOntario also supports entrepreneurship through its 1Awards, which assists small businesses with plans for expansion through in-kind and cash sponsorship. For more information please visit: [www.FirstOntario.com](http://www.FirstOntario.com).