



For Immediate Release

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Grace Potter Graces the Saenger Stage Saturday, April 23, 2016 @ 7:30 p.m.

PENSACOLA, Fla. – Grace Potter is scheduled to perform at the Saenger Theatre on Saturday, April 23 at 7:30 p.m. Tickets are \$57.50, \$39.50 and \$32.50 (plus applicable service charge) and go on sale to the public on Friday, March 18 at 10 a.m. at ticketmaster.com, charge by phone by calling 800-745-3000, at any TicketMaster outlet, or in person at the Saenger Theatre Box Office.

Grace Potter's epic musical journey reaches a new milestone with the arrival of her solo debut, *Midnight*, an inspired work that is surprising, revelatory and wildly original.

"This album is about embracing life as it comes at you – with all its unexpected twists and turns," says Potter. "I took a much more open approach to songwriting than I have in the past – probably because it was unavoidable. I've experienced a huge amount of growth and change in the past two years - both personal and professional, and it can be overwhelming for an artist to find ways to express that in a vacuum. So I tried to strip away the confines of other people's expectations. I started tapping into some of the deep-running themes that have shaped me into the human I've become, and as I went deeper and deeper, I found the results to be insanely satisfying.

"This music means so much to me because it was hard-won. It was a terrifying yet fulfilling process of boiling down what I really wanted to say – peeling back all the protective layers of lyrical metaphor and sonic padding that I'm so used to leaning on. Ultimately the process has fueled me to share more, learn more, listen carefully, work harder, love harder... Our time on earth is far too short to be resistant to beautiful opportunities as they come our way, so when my inspiration took me somewhere new, I did what I always do: stripped buck-ass naked and ran straight into the fire."

Citing Miles Davis, Dylan, the Beatles, Bowie, Blondie and Beck as prime examples, Potter says she is drawn to artists who make sonic leaps from record to record—a notion she has explored throughout her career. For an artist who has built a devoted fan base through her electrifying live show, Potter seems hell-bent on breaking out of the box when it comes to studio work. She refuses to be defined by a single genre. Over the last three years, she has seamlessly transitioned from collaborating with the Flaming Lips, for a Tim Burton film, to songwriting and producing for soundtracks and theme songs for film and TV, to multi-platinum, Grammy-nominated country duets with her friend Kenny Chesney, to most recently joining The Rolling Stones on stage for an inspired rendition of "Gimme Shelter."

The seeds for what would become *Midnight* were planted by Potter at home, in Vermont, in the fall of 2013. "I had been messing around for a few weeks with making really wacked-out home demos - lots of sounds, beats and melodies that I had never tried before," she recalls. "It was a dark, stormy, moody day and I could hear the thunder in the distance – these big ominous clouds were rolling in fast. There was something about that threat of inclement weather beyond my control that just made me vibrate with anticipation and adrenaline, so I channeled it into this heavy boogie song—it goes right for the throat and says 'Own your existence on earth, because who knows what's gonna happen next.' That solitary moment guided everything that followed, and "Alive Tonight" was the beginning of it."

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Fittingly, "Alive Tonight" is *Midnight*'s lead single.

Valentine was intrigued by Grace's sonic experiments in her work-tapes, so much so that they formed the blueprint for a number of the arrangements that made the final cut. "Her demos had an incredible vibe that really captured a groove or mood that would immediately grab your attention," he notes. "So it seemed like that was the way to chase down this record as an honest representation of what Grace wanted to say and how she wanted these tracks to feel—because she had done such a good job of laying it out herself."

EVENT DETAILS AT A GLANCE:

Who: Grace Potter

When: Saturday, April 23, 2016 at 7:30 p.m.

On Sale: Friday, March 18, 2016 at 10:00 a.m.

Ticket Prices: \$57.50, \$39.50, and \$32.50 (plus applicable service charge)

About Saenger Theatre: The Saenger Theatre is the premier entertainment venue located in downtown Pensacola. The Theatre is home to the Broadway in Pensacola and hosts a variety of events including symphony, opera, ballet, touring concerts, family shows and community events. The Saenger Theatre is owned by the City of Pensacola and professionally managed by SMG, the world leader in venue management, marketing and development.

About SMG: Founded in 1977, SMG provides management services to more than 240 public assembly facilities including convention and exhibition centers, arenas, stadiums, theatres, performing arts centers, equestrian facilities, science centers and a variety of other venues. With facilities across the globe, SMG manages more than 15 million square feet of exhibition space and more than 1.5 million sports and entertainment seats. As the recognized global industry leader, SMG provides venue management, sales, marketing, event booking and programming, construction and design consulting, and pre-opening services for such landmark facilities as McCormick Place & Soldier Field in Chicago, Moscone Convention Center in San Francisco, Houston's NRG Park and the Mercedes-Benz Superdome. SMG also offers food and beverage operations through its concessions and catering company SAVOR, currently serving more than 140 accounts worldwide. For more information, visit www.smgworld.com.

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