



For Immediate Release

Pensacola, FL September 14, 2016



Contact:

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WHO: "HITS DEEP Tour"

WHAT: Toby Mac with Matt Maher, Mandisa, Mac Powell from Third Day, Capital Kings, Ryan Stevenson and Hollyn

WHEN: Tuesday, February 14, 2017 at 7:00PM

WHERE: Pensacola Bay Center, Pensacola, FL

TICKETS: \$72.75, \$40.25, \$30.25, \$20.75, \$15.50 * price reflects box office prices
Ticket prices and artist lineup subject to change without notice.
All tickets subject to applicable fees.

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**Seven-Time GRAMMY® Winner TobyMac
Announces 2017 "HITS DEEP Tour" After
Chart Topping 2016 With 26 Out Of 29 Sold
Out Arenas**

***First live album in eight years, HITS DEEP LIVE
CD/DVD, to street Nov. 18***

Pensacola, FL. (Sept. 14, 2016) - Announced today on K-LOVE/AIR1, **TobyMac** shared the diverse line-up for his **2017 “HITS DEEP Tour”** including Matt Maher, Mandisa, Mac Powell from Third Day, Capital Kings, Ryan Stevenson and Hollyn who will join him on a trek of over **30 arenas across the U.S.** presented by K-LOVE/AIR1, Food for the Hungry and Awakening Events.

The first venture of this unique partnership with TobyMac. K-LOVE/Air1 and Awakening Events was Spring of 2016—resulting in sold-out shows in 26 out of 29 markets. TobyMac’s 2016 “HITS DEEP TOUR” visited arenas nationwide, including stops at Los Angeles’ The Forum, Charlotte’s Time Warner Cable Arena, Phoenix's Talking Stick Resort Arena, San Diego's Viejas Arena, Portland's Moda Center, Seattle’s KeyArena, Denver's Coliseum and Kansas City's Sprint Center, which garnered 12,229 ticketed attendees alone. According to Pollstar, the 2016 “HITS DEEP Tour” was the biggest tour in Christian music and ranked in the top 35 tours in the world.

Through a partnership with Food for the Hungry, concertgoers sponsored over 15,000 children, providing food, a better education, clean water and medical treatment.

“It's an amazing partnership that we have with K-LOVE/Air1, Awakening Events and Food for the Hungry, it takes us where I think our music should be—in the heart of our cities in the biggest arenas in town,” explains TobyMac. “I always get excited when it’s time to create the ‘HITS DEEP Tour’ line-up. I love the idea of putting together artists that are just starting their journey with veterans, electronic

artists with organic artistry and colors of skin that demonstrate God's diverse kingdom. We come together backstage - which leads us to a beautiful night on stage. A night deep in hits, that aims to hit you deep. A night where everybody is invited to the party!"

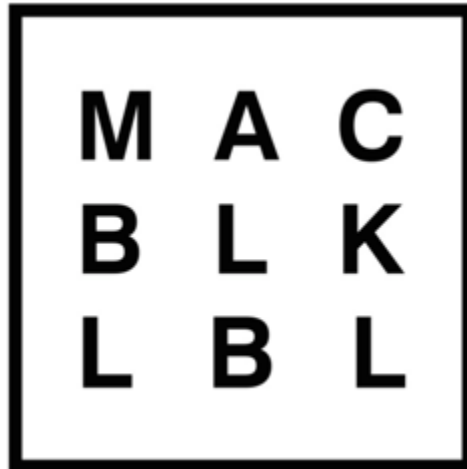
Known for his dynamic live show, the *HITS DEEP LIVE* CD/DVD (Nov. 18) will feature a full live album and concert video of 16 songs recorded on his highly acclaimed and sold-out "HITS DEEP Tour." This will mark the Billboard Music Award winner's first live album in eight years. *THIS IS NOT A TEST*, the American Music Award's winner latest LP, continues to have an unstoppable year earning a GRAMMY® Award, a Billboard Music Award nod, three upcoming GMA Dove Award nominations and two back-to-back No. 1 hits at Christian radio, "Backseat Driver" and "Move (Keep Walkin')" with tour dates across Europe, Canada and the U.S..

"This partnership is so special and unique between TobyMac, Dan Fife at Awakening Events and our team at K-LOVE Radio - It's a privilege to be a part of the 2017 'HITS DEEP Tour,'" shares David Pierce, Chief Creative Officer of K-LOVE Radio. "K-LOVE is all about making a positive impact in peoples lives, and helping them to grow closer to Jesus. The heart of this tour is exactly that, to impact lives and make room for God to work! 2016 'HITS DEEP Tour' was amazing to see arena after arena sold out! It was awesome and we're excited and can't wait for the 2017 'HITS DEEP Tour' to begin!"

"TobyMac & the Diverse City Band continue to provide audiences with an amazing concert experience, that encourages all walks of life to live in unity and to be Jesus Freaks," adds Dan Fife, Awakening Events. "Partnering together with TobyMac and K-LOVE/AIR1 means more people are coming together and hearing. It's an honor to be a

part of the 'HITS DEEP Tour' with TobyMac, his team and our friends at K-LOVE/AIR1."

The seven-time GRAMMY® winner recently launched the mac black label offering clothing items and hats. For the latest label trends, follow [@macblkbl](#) on Instagram or shop at [macblk.com](#).



2017 "HITS DEEP Tour" Dates

** all dates subject to change, please visit www.TobyMac.com for the latest information.*

Thursday, February 9, 2017	Southaven, MS	Landers Center
Friday, February 10, 2017	Lafayette, LA	Cajundome
Saturday, February 11, 2017	Beaumont, TX	Ford Park
Sunday, February 12, 2017	Cedar Park, TX	H-E-B Center at Cedar Park
Tuesday, February 14, 2017	Pensacola, FL	Pensacola Bay Center
Thursday, February 16, 2017	Jacksonville, FL	Jacksonville Veterans Memorial Arena
Friday, February 17, 2017	Estero, FL	Germain Arena
Saturday, February 18, 2017	Sunrise, FL	BB&T Center
Sunday, February 19, 2017	Tallahassee, FL	Donald L. Tucker Civic Center
Thursday, February 23, 2017	N. Little Rock, AR	Verizon Arena
Friday, February 24, 2017	Grand Prairie, TX	Verizon Theatre at Grand Prairie
Saturday, February 25, 2017	Grand Prairie, TX	Verizon Theatre at Grand Prairie
Sunday, February 26, 2017	Jackson, MS	Jackson Coliseum
Thursday, March 2, 2017	Chattanooga, TN	UTC McKenzie Arena
Friday, March 3, 2017	Nashville, TN	Bridgestone Arena
Saturday, March 4, 2017	Louisville, KY	The Kentucky Exposition Center
Sunday, March 5, 2017	Auburn Hills, MI	The Palace of Auburn Hills

Thursday, March 9, 2017	Duluth, GA	Infinite Energy Arena
Friday, March 10, 2017	Dayton, OH	Wright State University Nutter Center
Saturday, March 11, 2017	Rochester, NY	Blue Cross Arena
Thursday, March 16, 2017	Albany, NY	Times Union Center
Friday, March 17, 2017	Norfolk, VA	The Constant Center
Saturday, March 18, 2017	New York, NY	The Theater at Madison Square Garden
Thursday, March 30, 2017	Hoffman Estates, IL	Sears Centre Arena
Friday, March 31, 2017	Pittsburgh, PA	Petersen Events Center
Saturday, April 1, 2017	Philadelphia, PA	Liacouras Center
Sunday, April 2, 2017	Hartford, CT	XL Center
Tuesday, April 4, 2017	Greenville, SC	Bon Secours Wellness Arena
Thursday, April 6, 2017	Toledo, OH	The Huntington Center
Friday, April 7, 2017	Cleveland, OH	Wolstein Center at Cleveland State
Saturday, April 8, 2017	Charleston, WV	Charleston Civic Center
Sunday, April 9, 2017	Indianapolis, IN	Bankers Life Fieldhouse

About TobyMac:

With more than 11 million units in career sales and a whopping seven GRAMMY® Awards, TobyMac's career continues on the fast track. His most recent studio album, *THIS IS NOT A TEST* garnered a GRAMMY® Award, Billboard Music Award nomination and a high marking debut at No. 4 on the Billboard Top 200. Each one of his previous five studio solo projects have achieved Gold certification, a first for an artist in the history of his label, Capitol Christian Music Group. Among those honored with Gold certification, *EYE ON IT*, which debuted atop the Billboard 200, only the third ever Christian album to do so. His previous live DVD, *ALIVE & TRANSPORTED*, is RIAA Certified platinum and received a GRAMMY® award. *HITS DEEP LIVE*, his newest LIVE CD/DVD will be available on Nov. 18.

About Matt Maher:

Since his 2008 major label debut, Matt Maher has become a staple in the artistic and songwriting community. An eight time-GRAMMY nominee, he has garnered multiple radio successes writing and recording songs like "Lord, I Need You," "Hold Us Together," "Christ Is Risen," "Because He Lives (Amen)" and "Your Grace Is Enough." Maher has penned songs recorded by Chris Tomlin, Crowder, Third Day, Matt Redman, Hillsong, Casting Crowns, Jesus Culture and Bethel among others. Matt has written or co-written five No. 1 radio singles. In 2013, Maher had a career highlight performing in Rio in front of Pope Francis and a crowd of 3 million people, as well as performing in 2015 in downtown Philadelphia as part of the World Meeting of Families with The Fray, Aretha Franklin, Juanes, Jim Gaffigan, among others. In 2015, Maher was awarded his first RIAA Gold certification for his popular single "Lord, I Need You."

About Mandisa:

With more than 1 million records sold, GRAMMY® Award Winner, Dove Award winner and American Idol Season 5 finalist Mandisa is a

voice of encouragement and truth to people facing life's challenges all around the world. In less than a year, Mandisa performed her three hit singles "Overcomer," "Good Morning," and "Stronger" on the highest rated morning show, ABC's Good Morning America (GMA). Her album, *Overcomer*, released in 2013 and debuted at No. 1 on the Billboard Christian Albums Chart, with the album's title track holding on to the No. 1 spot for 12 weeks on the National Christian Audience chart as well as the No. 1 position on the Christian/Gospel Core Digital sales chart for several weeks. In 2014 alone, Mandisa has picked up her first GRAMMY® Award, Dove Award and K-LOVE Fan Award. Mandisa was awarded a GRAMMY® for Best Contemporary Christian Music Album and a Dove Award for Pop/Contemporary Album of the Year for *Overcomer*. Mandisa is currently in the studio working on her 5th Album.

About Mac Powell:

As the lead singer of the band THIRD DAY Mac Powell has toured the world many times over, and earned 4 Grammy awards, racked up 31 #1 radio singles, sold over 10 million albums, and built a devoted fan base along the way. While continuing to front THIRD DAY, he was able to release and tour his first independent self titled album in 2012, followed up with the release of *Southpaw* in 2014, and is currently planning his next solo release for 2017.

About Awakening Events:

Awakening Events produces over 120 Contemporary Christian concerts and events nationwide in America and is consistently ranked in Pollstar's "Worldwide - Top 50 Promoter" list each year, reaching as high as 14th in North America, and top 20 in the world. Awakening Events, based in Conway Arkansas is dedicated to all aspects of live Contemporary Christian music touring, including but not limited to, planning, logistics, creative, marketing and helping create the ultimate fan experience. For more info visit: www.AwakeningEvents.com

About Food For The Hungry:

Food For The Hungry seeks to end ALL forms of human poverty by going into the hard places and closely walking with the world's most vulnerable people. Our view of poverty is holistic and complex. Our solutions are innovative and community-specific. We courageously seek out the overlooked and advocate for the underserved. We're unrelenting and we do what others claim can't be done.

Through community-owned transformation we empower children, families and communities to invest in their own development. More than anything, we want to see people thrive. We are agents of change. We work, we feed, we teach, we love, but we know when it's time to leave. We are ending poverty, together. www.FH.org

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