



## COVELLI CENTRE LAUNCHES NEW INTERACTIVE SEATING MAP

*The Covelli Centre and Ticketmaster.com will offer a unique purchasing experience for Motley Crue/Poison and other concert fans*

### **FOR IMMEDIATE RELEASE**

June 3, 2011 *Youngstown, OH*—The Covelli Centre and Ticketmaster.com are offering a unique opportunity for concert fans to purchase tickets with the launch of its latest improvement to fan-friendly initiatives: an interactive seating map online. “We believe in giving fans the best-possible experience; from the time they purchase a ticket to the moment an artist steps on stage, we want to help shape their memories,” Eric Ryan, Executive Director explains. “The interactive seating map allows us to achieve that because the fan is able to see exactly where they will be sitting for the show. For example, patrons can see the great seats that are still available for Motley Crue and Poison, by simply logging onto [www.ticketmaster.com](http://www.ticketmaster.com).”

#### *About the Interactive Seating Map:*

The interactive seating map redefines “best available” by letting fans navigate and choose from all available seats and configurations. Traditionally, “best available” searches relied on computers to perform the search; now, the upgraded map enables everyone from an individual searching for a seat to a group of friends looking for tickets in-front-of, behind, or across the aisle from the stage—the ability to choose how and where they sit.

#### *How it works:*

Searches start with a view of the venue’s entire seat map and by scrolling over rows and sections quick seat summaries and availability are displayed; fans then highlight and select the seat(s) of their choice to purchase. Additionally, with features like zoom in and zoom out or by clicking on search filters including price range, quantity, special promotions and discounts offered by some events, fans can pinpoint the best up-to-the-minute tickets.

Fans can explore and demo the new maps at [www.ticketmaster.com/interactiveseatmap](http://www.ticketmaster.com/interactiveseatmap).

In addition to an interactive map for the biggest show of the summer (Motley Crue/Poison), the Covelli Centre has also launched the interactive seating map for *Disney Live: Phineas and Ferb* and *Disney on Ice: Mickey and Minnie’s Magical Journey*.

Media Contact: Kelsey Rupert, Marketing Manager: [krupert@covellicentre.com](mailto:krupert@covellicentre.com) or 330.746.5978