



FOR IMMEDIATE RELEASE:
Monday, April 10, 2017

**I LOVE THE 90's TOUR
TUESDAY, SEPTEMBER 19, 2017
ENMAX CENTRIUM AT WESTERNER PARK**

**ORIGINAL LINEUP OF ALL-STAR ACTS INCLUDING VANILLA ICE, SALT N PEPA,
ROB BASE, YOUNG MC AND C+C MUSIC FACTORY COMING TO RED DEER**

Tickets on sale Thursday, April 13 @ 10:00AM

Tickets available at www.westernerpark.ca

**HUGELY SUCCESSFUL TOUR MAKES ITS INTERNATIONAL DEBUT
IN AUSTRALIA & NEW ZEALAND NEXT YEAR
SELLS 20,000 TICKETS IN JUST 48 HOURS, SHUTS DOWN TICKETING SITES**

Houston Press writes...

"Like watching THE LIVE VERSION OF YO! MTV RAPS WITH FAB FIVE FREDDY"

Kansas City Star declares...

"A HIGH SCHOOL REUNION – the REUNITING OF PEOPLE WITH SONGS OF THEIR YOUTH"

Philadelphia Voice concludes...

"A NIGHT OF FUN, CAREFREE NOSTALGIA"

Playback STL raves...

**"A MONUMENTAL SUCCESS FULL OF MASSIVELY TALENTED ARTISTS AND AMAZING
MUSIC FROM DAYS GONE BY"**

RED DEER, AB – After a massive 2016 with over 110 shows across North America, the **I LOVE THE 90's TOUR** will continue its momentum in 2017 with 40+ new stops in the North America and its first-ever leg in Australia and New Zealand. The top-selling tour, which originally announced only 29 dates, quickly became the year's most sought-after show, eventually racking up 110+ stops and selling out a number of arenas across the country. September 19, 2017 at Westerner Park in the ENMAX Centrium promises fans the same unbelievable live experience, with a lineup of the 90's' most iconic acts, including **Vanilla Ice, Salt N Pepa, Rob Base, Young MC** and **C+C Music Factory**, brought to you by Invictus Entertainment Group.

Hailed by *Entertainment Weekly* as an, "arena-sized dance party," and described by *The Arizona Republic* as, "a hit-filled trip down memory lane," the I Love the 90's Tour is 2016's most successful concert touring package with over **110 shows** in **110 cities** and more than **600,000 tickets sold** with a **gross box office revenue** of over **\$36 million dollars**. Returning in 2017 is headliner **Vanilla Ice**, star of the DIY Network's *Vanilla Ice Project* and fresh off of his *Dancing with the Stars* appearance. Also returning in 2017 are co-headliners and fan favorites **Salt N Pepa**, with special guests **Rob Base, Young MC** and **C+C Music Factory**.

After selling out arenas across America, the I Love the 90's Tour is also set to embark overseas, inviting Australian and New Zealand fans to join the nostalgia-filled party. With live sets from Vanilla Ice, Salt N Pepa, Color Me Badd, Coolio, Tone Loc and Young MC, the now-international tour is set to be the year's biggest party on dancefloors across Brisbane, Melbourne, Sydney, Perth, Auckland and Christchurch. November's tour announcement set off a frenzy when thousands upon thousands of fans took to the web to buy tickets, shutting down ticketing sites and selling more than 20,000 tickets in just 48 hours.

The **I Love the 90's Tour** is represented by Universal Attractions Agency (UAA). Universal Attractions Agency's Jeff Allen and Jeff Epstein, co-creators of the I Love the 90's Tour, are more than excited at the breakout success of the tour and are confident that audiences are ready for their next dose of 90's nostalgia. As both say, "Our object was to capture the imagination of a generation and the I Love the 90's Tour is a phenomenon that has done just that".

Limited number of I Love the 90's Tour VIP packages are available, including exclusive Vanilla Ice and Salt N Pepa VIP meet & greet packages, for details please visit www.westernerpark.ca

For updates on upcoming **I Love the 90's Tour** dates, please visit <http://ilovethe90stour.com>

For more information about Universal Attractions, please visit –

www.UAAgency.com

<https://www.facebook.com/UAAtalent/>

<https://twitter.com/uaatalent>

<https://www.instagram.com/uaagency/>

Tickets for **the I Love the 90's Tour with Vanilla Ice, Salt N Pepa, Rob Base, Young MC** and **C+C Music Factory** at Westerner Park go on sale Thursday, April 13 at 10 AM. Each I Love the 90's Tour ticket purchase includes a commemorative collectable item redeemable at the merchandise booth.

Promoter Contact:

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