



FOR IMMEDIATE RELEASE

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AVAILABLE FOR INTERVIEWS

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PRESS RELEASE

[KEVA Sports Center](#), established in 1999, is south central Wisconsin's best indoor recreational facility. KEVA offers Dane County state-of-the-art turf fields (both indoors and out), as well as top-quality courts for volleyball, basketball and more. The sports center draws over 300,000 people to its facility each year. There is a full service bar, restaurant, and great opportunities to join a plethora of both youth and adult sports leagues.

As lifelong music enthusiasts, combined with the onset of the pandemic, KEVA owner Eric Frtiz and Director Jennifer Kratochwill decided to utilize their outdoor facilities in a whole new way. They knew to make this a successful venue partnering with Michael Alexander would be invaluable. Michael is a southern rock style recording artist born in Virginia and raised in Madison Wisconsin. Michael has shared the stage with some of the best in music to include support for acts such as Justin Moore, Bret Michaels, Rick Springfield, Joan Jett, Everclear, Lita Ford, Lee Brice, George Thorogood and Korn. Michael has also toured the country doing Support for bands such as Saving Abel, Royal Bliss and Wayland. Thus "KEVA LIVE!" was born! The outdoor sports field will be repurposed into a performance arena for two special nights this Summer, with the ability to host anywhere from 2500 to 4000 people safely.

"KEVA LIVE!"'s debut event will feature [LANCO](#) live in concert on Saturday, July 17th, 2021 at KEVA Sports Center located at 8312 Forsythia St, Middleton, WI 53562. Supporting acts include Madison native, [Kirstie Kraus](#) as well as [Elizabeth Mary](#). Beverages and food will be offered throughout the night. General Admission is \$27.95 Doors open at 3pm. VIP tickets are available for \$99 that include a private meet and greet with musicians, signed poster, appetizers, a private bathroom, overnight parking and a pre-show exclusive acoustic performance. Tickets are available at <https://kevasports.com/keva-live-2/>

"KEVA LIVE!"'s second concert in the new outdoor series will feature EVERCLEAR on August 24th. These two concerts will be the only concerts for the 2021 Summer season, with acts to be announced for 2022 at a later date.

For more information please contact the Jennifer Kratochwill at jkratochwill@kevasports.com or Allison Lenz at allison.lenz@modmediaproductions.com

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