

For Immediate Release
January 30, 2024

MACON-BIBB COUNTY AND OVG360 ANNOUNCE NAMING OF NEW ATRIUM HEALTH AMPHITHEATER

***ATRIUM HEALTH AMPHITHEATER TO OPEN
WITH LYNYRD SKYNYRD AND ZZ TOP ON MARCH 24***



Link to Images and Logos [HERE](#)

Macon, Georgia – Macon-Bibb County and OVG360, a division of global sports and entertainment group Oak View Group, today introduced Atrium Health as the naming rights partner for Macon's newest large entertainment venue. The newly renamed, **Atrium Health Amphitheater** will open with Lynyrd Skynyrd and ZZ Top performing an inaugural concert on March 24, 2024.

In addition to hosting world-class live entertainment, Atrium Health Amphitheater will host FREE community events through this new partnership, including Movies in the Park, Food Truck Fest, Local Live Music Nights, non-profit programming, and more. The new partnership with Atrium Health includes an exclusive donation program which supports health care initiatives and improvements in the central and south Georgia community. Guests attending events at Atrium Health Amphitheater can support health care philanthropy at food and beverage/concession locations throughout the venue.

OVG360, which operates Atrium Health Amphitheater on behalf of Macon-Bibb County, has announced five other shows in addition to the March 24th opening night concert, including:

- April 4 – Riley Green
- April 13 – Anthony Hamilton

- April 27 – Turnpike Troubadours
- May 4 – Ladies R&B Kickback Concert Part 2
- October 5 – Jason Aldean

Tickets for all shows are on sale now at [Ticketmaster.com](https://www.ticketmaster.com).

With additional events to be announced in the coming weeks, fans are encouraged to follow [Atrium Health Amphitheater](#) and the [Macon Centreplex](#) on social media for updates to the calendar.

“Music is a great way to bring people together, and we know that strong social relationships have been associated with improved physical and mental health. Atrium Health Navicent has a more than 125-year history of investing in the holistic health and well-being of our community, making it a better place to live, work and play,” said Atrium Health Navicent President Delvecchio Finley. “We’re proud to continue to support west Macon and provide additional opportunities for people from across the region to come together, improve health, elevate hope and advance healing for all.”

“This partnership is about more than just entertainment...it’s about taking care of people and their needs. With Atrium Health Navicent, there will be many new health-centered events in this area,” says Macon-Bibb County Mayor Lester Miller. “If we can get more people to come here and take advantage of what’s offered, we will better be able to serve our entire community.”

OVG Global Partnerships, the sponsorship and naming rights division of Oak View Group that connects world-class brands with world-class live entertainment properties, secured the multi-year partnership, providing an anchor investment in west Macon-Bibb and surrounding communities. Atrium Health is also the official health care partner of the Macon Centreplex facilities, which include the Macon City Auditorium and Macon Coliseum.

"Atrium Health will be at the forefront of creating lasting memories for our attendees, and with the added opportunity for health care philanthropy , this partnership will do significant good work for the community, as well," said Liam Weseloh, Vice President of Global Partnerships for OVG360. "Everyone involved should be proud of this partnership."

"The excitement is building here in Macon," said OVG360's David Aiello, General Manager, Atrium Health Amphitheater. "We're nearing the final phase of construction and have secured a stellar lineup of opening shows. We look forward to welcoming the region to Atrium Health Amphitheater."

For more information about upcoming events and to purchase tickets for an upcoming event, please visit MaconCentreplex.org.

###

About Atrium Health Navicent

Atrium Health Navicent is the leading provider of health care in central and south Georgia and is committed to its mission of elevating health and well-being through compassionate care. Atrium Health Navicent is part of [Advocate Health](#), which is headquartered in Charlotte, North Carolina, and is the third-largest nonprofit health system in the United States, created from the combination of Atrium Health and Advocate Aurora Health.

Atrium Health Navicent provides high-quality, personalized care in 53 specialties at more than 50 facilities throughout the region. As part of the largest, integrated, nonprofit health system in the Southeast, it is also able to tap into some of the nation's leading medical experts and specialists with Atrium Health, allowing it to provide the best care close to home – including advanced innovations in virtual medicine and care. Throughout its 125-year history in the community, Atrium Health Navicent has remained dedicated to enhancing health and wellness for individuals throughout the region through nationally recognized quality care, community health initiatives and collaborative partnerships. It is also one of the leading teaching hospitals in the region, helping to ensure viability for rural health care for the next generation. For more information, please visit www.NavicentHealth.org.

About Advocate Health

[Advocate Health](#) is the third-largest nonprofit integrated health system in the United States – created from the combination of Advocate Aurora Health and [Atrium Health](#). Providing care under the names [Advocate Health Care](#) in Illinois, Atrium Health in the Carolinas, Georgia and Alabama, and [Aurora Health Care](#) in Wisconsin, Advocate Health is a national leader in clinical innovation, health outcomes, consumer experience and value-based care, with [Wake Forest University School of Medicine](#) serving as the academic core of the enterprise. Headquartered in Charlotte, North Carolina, Advocate Health serves nearly 6 million patients and is engaged in hundreds of clinical trials and research studies. It is nationally recognized for its expertise in cardiology, neurosciences, oncology, pediatrics and rehabilitation, as well as organ transplants, burn treatments and specialized musculoskeletal programs. Advocate Health employs nearly 155,000 team members across 68 hospitals and over 1,000 care locations and offers one of the nation's largest graduate medical education programs with over 2,000 residents and fellows across more than 200 programs. Committed to equitable care for all, Advocate Health provides nearly \$6 billion in annual community benefits.

About the Macon Mall Rejuvenation Project

The Atrium Health Amphitheater is part of a larger effort to rejuvenate surrounding areas. In addition to the new 12,000-person outdoor amphitheater, Rhythm and Rally (the world's largest indoor pickleball facility) just opened. Also, government offices are already moving into new, more customer-friendly spaces, including the Board of Elections, Planning & Zoning, the Middle Georgia Regional Commission, library branch, Mayor's Literacy Alliance, and more.

“We are actively working with businesses and organizations to focus their efforts and to work together on projects that will have years and decades of impact in this area of our county and ultimately the entire community,” says Mayor Miller.

About Atrium Health Amphitheater

Opening in Spring 2024, the new Atrium Health Amphitheater will have up to a 12,000-person capacity with covered and fixed seats, lawn seats, green space, artists' dressing rooms, a green room, ticket booths, vendor and event areas, transitional walkways, specific areas for crews, retail areas, and other amenities. In May 2022, the venue management, hospitality, and partnership oversight were awarded to Oak View Group, current managers of the Macon Coliseum and Macon City Auditorium, bringing the Atrium Health Amphitheater in as the third venue within the Macon Centreplex.

The construction of the new amphitheater is part of a more significant revitalization effort surrounding the redevelopment of the Macon Mall. It will undergo a major redevelopment

plan that would, in addition to building the amphitheater, keep its current retail stores, bring in more retail, attract new restaurants into and around the Mall, relocate government offices to vacant spaces, and include new sporting activities, such as a large indoor Pickleball center.

About OVG360

OVG360, a division of Oak View Group, is a full-service venue management and hospitality company that helps client-partners reimagine the sports, live entertainment, and convention industries for the betterment of the venue, employees, artists, athletes, and surrounding communities. With a portfolio of more than 240 client-partners spanning arenas, stadiums, convention centers, performing arts centers, cultural institutions, and state fairs around the globe, OVG360 provides a set of services, resources and expertise designed to elevate every aspect of business that matters to venue operators. Service-oriented and driven by social responsibility, OVG360 helps facilities drive value through excellence and innovation in food services, booking and content development, sustainable operations, public health and public safety and more.

CONTACT:

OVG360

Tyler Gambrell / tyler.gambrell@oakviewgroup.com

Atrium Health

Amy Leigh Womack / amy.mccord@atriumhealth.org