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PLEASE NOTE: On the behalf of the Lobero Theatre Foundation, we ask that you do not disseminate the following information until our official announcement on June 18, 2020.

Live from the Lobero Theatre presents
A live pay-per-view concert featuring Kenny Loggins
Sunday, June 28 at 7 PM PST

- Kenny Loggins will perform live, without an audience, streamed from The Lobero Stage
- Proceeds benefit the Lobero Theatre & NIVA (The National Independent Venue Association)
- Pay-Per-View cost is \$15. Advance ticketholders can watch live, or within 72 hours of the stream
 - Tickets available at Lobero.org on June 18

Santa Barbara, CA, June 17, 2020 – **The Lobero Theatre is trying to save itself, and perhaps live music in the process. The theatre is launching a specially-priced live, pay-per-view concert series, beginning with Kenny Loggins performing an “unplugged” concert on Sunday, June 28 from The Lobero’s historic stage. The performance will take place without an audience, with strict safety and sanitation protocols in place.** Loggins brings his big heart, and considerable inventory of hits to support the Lobero, in the intimacy of this empty, historic hall.

The Lobero Theatre is one of the oldest theaters in the country. For almost 150 years, the Lobero has featured some of the world’s greatest artists. Since closing its doors to limit the spread of COVID-19, the theater has lost over \$1 million in critical earned income. Like every theater, nightclub, and performing arts center in America, The Lobero faces an uncertain future. When ultimately allowed to reopen, The Lobero and others will need to survive with reduced occupancy, in order to safely social distance. A great many venues are likely to disappear, before ever getting back to live audiences ...

Enter Byl Carruthers, who brought to The Lobero a concept of “contactless performances” to be livestreamed as inexpensive pay-per-view concerts. The model allows for artists to be paid, the theatre to have on-going revenue, and fans the experience of live music.

“Since the pandemic started, the artists’ free “livestreams-from-home” have helped us all get along, but venues and artists need a sustainable model to survive! If we can’t make this work, a lot of venues aren’t going to make it.... We’re hoping to create a template that can work for The Lobero, and others, as well.”

– Live from the Lobero Producer/Director Byl Carruthers

His safety-centric production model involves a forensically small crew using various assigned entrances. In addition to PPE, temperature, and symptom checks while entering the building, all crew members will bring their own food and remain in their specific space for the entire production. Some of the technicians perform their tasks from individual rooms. Others never come within 15 feet of the artists. They are only to leave their room, or position, to use one of the 8 assigned bathrooms and stalls. After set-up, the day before show day, the stage, doors, hallways, and rooms, will all be disinfected to meet COVID-19 sanitation guidelines. On show day, no one other than the artist(s) walks on to the performance stage. Artists arrive through stage doors and take their place on-stage, perform, and exit, without making any contact.

We are looking to this new streaming model as a benefit to our fans and supporters to continue offering a quality concert experience while social distancing protocols remain, and hopefully to offer an additional fan experience until the audience comes back, and the curtains rise once again.

The Pay-Per-View performance will be available at Lobero.org for just \$15, with proceeds supporting the Lobero Theatre and NIVA, the National Independent Venue Association. PPV tickets go on sale Thursday, June 18, for the show on June 28th at 7 PM PST. If you're in a different time zone, or unavailable for the Live Stream, as long as you purchase your ticket in advance, you can view the concert anytime within 3 days prior to the broadcast. Those who are able to make a donation to support the ongoing health of this live music experience at the Lobero Theatre and others around the country are welcome to contribute more when they purchase their tickets.

Over the last four decades, Kenny Loggins has sold more than 25 million albums worldwide and has won two Grammy Awards. His songs have left his musical imprint on "the soundtrack of our lives," with chart-topping hits including "This Is It," "I'm Alright," "Footloose," "Danger Zone," and so many more. In addition to his string of successful recordings, both solo and as a member of the famed duo **Loggins & Messina**, Loggins became the first major rock star to dedicate himself to recording music for children and families. His album Return to Pooh Corner remains the best-selling children's album of the last 20 years. Kenny was a recent recipient of the **ASCAP Harry Chapin Humanitarian Award** and the **Guild of Music Supervisor's first-ever Icon Award** for his outstanding achievements in film, television, and soundtracks. Loggins regularly lends his musical talent and generous heart to support youth-based programs like Make a Wish, Toys for Tots, Teddy Bear Cancer Foundation, and Little Kids Rock. In 2016, he was honored with a **Humanitarian of the Year Award** from Little Kids Rock for his extensive commitment to children's causes.

About The Lobero Theatre

The Lobero Theatre has been serving the community in many ways throughout its 147 year history, including as a [shelter during the 1925 Santa Barbara earthquake](#). We're being creative during the current schedule disruptions by digging into the Lobero's rich history with regular "[Intermission](#)" online informational series, thanks to a generous gift from Earl Minnis, showcasing our building as a part of the [#LightItBlue](#) campaign celebrating health care and essential workers, and will welcome Vitalant for a critical [blood drive event](#) on Thursday, June 25.

Established as a non-profit organization to act as stewards for this important historic institution, the mission of the Lobero Theatre Foundation is to maintain and operate the historic Lobero Theatre as a performing arts center and cultural asset to the community of Santa Barbara, and to present the highest quality productions in music, dance, and theatre.

Intermission at the Lobero Theatre made possible thanks to a generous contribution from Earl Minnis made in support of the Foundation Staff. #LightItBlue Lighting provided by Spark Creative Events.

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Calendar Editors, please note:

Sunday, June 28, 7 PM PST

Tickets for livestream and more info at Lobero.org

Live from the Lobero Theatre presents

A Live Pay-Per-View Concert Featuring Kenny Loggins

Over the last four decades, Kenny Loggins has sold more than 25 million albums worldwide and has won two GRAMMY® Awards. His songs have left his musical imprint on the soundtrack of our lives with chart-topping hits including “This Is It,” “I’m Alright,” “Footloose,” “Danger Zone,” and many more. Loggins brings his considerable talents and catalogue to the Lobero Theatre for a specially-priced live Pay-Per-View Concert on Sunday, June 28. This performance will be fully produced onstage, without an audience, from the Lobero Theatre, without an audience and with strict safety and sanitation protocols in place.

Streaming tickets go on sale Thursday, June 18, and include the pay-per-view concert airing at 7 PM PST. For those who miss the live broadcast, access to the concert will be available until midnight Wednesday, July 1.

www.lobero.org, Lobero Box Office 805.963.0761, 33 East Canon Perdido Street, Santa Barbara, CA 93101