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Greensboro And Live Nation Bringing North Carolina New “Piedmont Hall” Live Music Venue



The Greensboro Coliseum Complex and Live Nation—the world’s leading live entertainment company—have announced a partnership for North Carolina’s newest multipurpose live entertainment venue, Piedmont Hall. Opening in September of this year, the 20,000-square-foot-venue is the result of a \$4 million renovation of a portion of the former Canada Dry bottling plant at the southern end of the Coliseum Complex campus.

Piedmont Hall will open Friday, Sept. 6 with Aaron Lewis in concert. Tickets go on sale Friday, May 3, and additional information is available at livenation.com.

In addition to Piedmont Hall, Live Nation’s Clubs & Theaters division owns, operates and books landmark clubs and theaters throughout the world, including such legendary U.S. venues as The Wiltern in Los Angeles and The Tabernacle in Atlanta as well as the House of Blues and Fillmore venues. It promotes over 25,000 shows in 1,700 venues worldwide with more than 20 million fans in attendance annually.

“Greensboro was a logical move for us. It is a vibrant music market with a very large population base with demand for a 2,300-capacity-sized venue,” said Ben Weeden, COO of Live Nation’s Clubs & Theaters group.

“Greensboro Coliseum Complex has done a great job creating Piedmont Hall. It will be an amazing experience for both fans and artists.”

“Our staff identified an opportunity in the Piedmont Triad marketplace for a multipurpose venue with a capacity of 2,300,” said Matt Brown, Greensboro Coliseum Complex managing director. “The renovation of the former Canada Dry warehouse was a natural setting to create a dynamic space that would have the flexibility to host a wide variety of events and complement White Oak Amphitheatre and our other facilities.”

“Creating great fan experiences with great musical and comedy performers in a place as special as this wonderful building is something we work very hard at,” said Weeden.

About Live Nation Clubs & Theaters

A division of Live Nation Concerts, the world’s leading live concert company, Live Nation Clubs & Theaters promotes over 25,000 shows in 1,700 venues with more than 20 million fans in attendance annually. As the world’s premier network of intimate live music venues, Live Nation Clubs & Theaters oversees legendary spaces including Fillmore theaters, House of Blues clubs, the Academy Music Group portfolio and more. For additional information, visit livenationentertainment.com.

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