

FOR IMMEDIATE RELEASE:

August 23, 2017

## **Effort to embrace new technology requires pre-concert prep**

Ticket sales for the highly-anticipated Shania Twain NOW: Tour begins on Friday, Aug. 25. However, fans will notice a difference in how they obtain their tickets.

Concert-goers will no longer be able to print tickets at home.

Instead, attendants must either present a digital copy of their ticket on a smart-phone, or tickets can be physically delivered to a mailing address. Digital tickets will be delivered by e-mail. These important changes will also be apparent on the Ticketmaster website.

This is the first time CenturyLink Center Omaha has eliminated the 'print at home' option, in hopes of adding a new method of entry while scaling back on paper use.

"We hope this will give our patrons a chance to embrace new technology, and also believe with a little pre-concert preparation that operations will be as smooth as possible," Roger Dixon, President and CEO of MECA, said.

The Shania Twain NOW: Tour stops at CenturyLink Center Omaha on May 18, 2018. Tickets can be purchased online starting Friday at <http://centurylink.centeromaha.com/>, at the CenturyLink Center box-office, or through Ticketmaster. Fans are always encouraged to buy tickets from a reputable source.

Reminder: a ticket must be presented in order to gain entry to a show, so attendants must remember either their physical tickets or their smart-phones.

For more information contact Kristyna Engdahl, 402.213.6453, [kengdahl@omahameca.com](mailto:kengdahl@omahameca.com)