



GRAND RAPIDS MUSIC VENUE TO BE RENAMED GLC LIVE AT 20 MONROE

Grand Rapids – June 24, 2021 – Live Nation today announced that Gun Lake Casino (GLC) will be the new name-in-title sponsor of the popular downtown Grand Rapids venue formerly known as 20 Monroe Live. The venue, owned and operated by Live Nation and opened in 2017, is now known as **GLC Live at 20 Monroe**. It is located at 11 Ottawa Ave. NW in the heart of the Social District in downtown Grand Rapids.

Since its debut in 2017, GLC Live at 20 Monroe is the state-of-the-art venue in Grand Rapids and has established itself as the home for live music, entertainment and special events in west Michigan. GLC Live at 20 Monroe accommodates nearly 2,600 patrons for live shows and can also scale down to an intimate configuration for various types of special events. Many shows at the venue feature a general admission standing floor with reserved mezzanine seating, while select events feature seating throughout. The second level features the Vanguard, a beautiful VIP club with amenities including a private bar, open air patio and access to the best seats in the house.

“Gun Lake Casino is thrilled to announce the long-awaited return of live entertainment in West Michigan. Our recent alliance with Live Nation was founded on our collective mission – to provide an unsurpassed entertainment experience for our guests,” said Sal Semola, president and chief operating officer for Gun Lake Casino. “Our community has been patiently waiting for concerts, comedy shows and other performances to return to their daily lives. We are excited to share that our iconic brands have teamed up with a long-term partnership to reintroduce top-tier acts at this premier venue, GLC Live at 20 Monroe.”

“Live Nation is excited to continue its commitment to bringing the very best in entertainment to fans in West Michigan. Our partnership with Gun Lake Casino is an excellent representation of two organizations who strive to provide amazing memory-making experiences to their patrons,” said Sue Barsoum, General Manager for GLC Live at 20 Monroe.

Gun Lake Casino, an established leader in the entertainment industry, is owned and operated by the Match-E-Be-Nash-She-Wish Band of Pottawatomi Indians (Gun Lake Tribe). The casino operation is conveniently located 30 minutes south of GLC Live at 20 Monroe in Wayland, Michigan. The casino offers a variety of gaming options, dining selections, monthly promotions, sports betting and exciting events. The collaboration between the two entertainment leaders ensures the experience will be memorable and fun for all guests.

GLC Live at 20 Monroe is located in one of most popular destination areas in Grand Rapids. Since its opening in 2017, the venue has developed an unbeatable reputation, becoming an icon for consistently providing the best in live entertainment. The lineup at GLC Live at 20 Monroe boasts a vast array of artists representing a wide range of music genres including Incubus, Jack White, Kevin Gates, Jeezy, Breaking Benjamin, Primus, Queens of the Stone Age, The Pixies, Hanson, Kip Moore, Chase Rice, Tom Segura and Chelsea Handler and many more.

Live entertainment will return to West Michigan with a star studded lineup of well-known performers starting with the first event at GLC Live at 20 Monroe on August 14, 2021 by Dermot Kennedy.

Currently announced performers on the 2021-22 GLC Live at 20 Monroe show schedule include:

- Aug 14 – Dermot Kennedy
- Aug 26 – Joe Russo’s Almost Dead
- Sept 25 – Beartooth
- Oct 2 – Cat & Nat
- Oct 9 – Parker McCollum
- Oct 15 – Ron White
- Oct 16 – Black Pumas
- Oct 22 – Kip Moore
- Oct 23 – All Time Low
- Oct 27 – In This Moment & Black Veil Brides
- Nov 4 – Bleachers
- Nov 5 – Todd Rundgren
- Nov 7 – TECH N9NE
- Dec 15 – Trey Kennedy
- Jan 13 – Ashley McBryde
- Apr 28 - Kaleo

The dynamic venue is not only a state-of-the-art concert hall but also features a colorful array of distinctive private event spaces for hosting corporate events, product launches, fundraisers, private concerts, graduations and more. Learn more about hosting your next event at GLC Live at 20 Monroe by calling 616.482.2021 or emailing Events20monroelive@livenation.com.

About Live Nation Entertainment

Live Nation Entertainment (NYSE: [LYV](#)) is the world's leading live entertainment company comprised of global market leaders: Ticketmaster, Live Nation Concerts, and Live Nation Sponsorship. For additional information about Live Nation, visit www.livenationentertainment.com.

About Gun Lake Casino

Gun Lake Casino is located off Exit 61 on U.S. 131, halfway between Grand Rapids and Kalamazoo. The casino features over 2,200 slot machines, 47 table games, a 225-seat café, and a 300-seat buffet, along with bars, lounges, and live entertainment. Gun Lake Casino is owned by the Match-E-Be-Nash-She-Wish Band of Pottawatomi. For more information, visit www.gunlakecasino.com

Visit GLC Live at 20 Monroe:

Venue Website: <https://www.20monroelive.com/>
Facebook: @ <https://www.facebook.com/20MonroeLive>
Twitter: @ <http://www.twitter.com/GLCLiveat20Monroe>
Instagram: @ <https://www.instagram.com/20monroelive/>

Visit Gun Lake Casino:

Website: www.gunlakecasino.com
YouTube: www.youtube.com/GunLakeCasinoMI
Facebook: @ <https://www.facebook.com/GunLakeCasino>
Twitter: @gunlakecasino <https://twitter.com/GunLakeCasino>
Instagram: @gunlakecasino <https://www.instagram.com/GunLakeCasino>

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