



## FOR IMMEDIATE RELEASE

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### **SOUND BOARD LAUNCHES NEW WEBSITE** *Venue also launches Roadies Club*

**DETROIT**, August 16, 2012 – Sound Board, Detroit’s most innovative live-performance theater, today announced the launch of its new website – [www.SoundBoardDetroit.com](http://www.SoundBoardDetroit.com). MotorCity Casino Hotel Director of Interactive Marketing John Policicchio, made the announcement.

The bold, user-friendly new site offers users a variety of different amenities, including:

- Up-to-date calendar and details of upcoming performances and events;
- VIP Packages including hotel, dining, and back stage meet-and-greet opportunities;
- Quick and easy fan communication and sharing throughout various social networks;
- Artist interaction through backstage videos, high resolutions images, and post-performance accolades;
- Box office information and ticket pricing and purchasing; and
- Easy sign-up for the Roadies Club.

“We are extremely excited to announce the launch of the new Sound Board website,” said Policicchio. “Our new site offers users an in-depth look into anything and everything going on at Sound Board, including giving audiences access to artists through videos, interviews and backstage opportunities.”

In addition to Sound Board’s new website, the venue is also launching Roadies Club. “Roadies” are kept up-to-date with early show announcements, ticket specials, behind-the-scenes videos, and get the first shot at artist meet-and-greet opportunities, and giveaways throughout the year. Users can sign up for Roadies Club on the new Sound Board website.

For more information on Sound Board, or to purchase tickets for upcoming shows, please visit [www.SoundBoardDetroit.com](http://www.SoundBoardDetroit.com) or call (313) 309-4700.

#### **About MotorCity Casino Hotel**

***Located on Grand River Avenue at the Lodge Freeway (M-10), MotorCity Casino Hotel is owned by Marian Ilitch, and is the only locally-owned and operated casino in Detroit. The entertainment complex is comprised of an expansive gaming space including a smoke-free gaming area and an award winning 400-room ultra-comfortable and high tech hotel with a luxury spa and fitness center. MotorCity Casino***

***Hotel offers several unique dining options including Iridescence, an award-winning fine dining restaurant, Little Caesars, the Assembly Line buffet, the Lodge Diner, Pit Stop and the Grand River Deli. Other amenities include Sound Board, an intimate live performance venue, and over 67,000 square feet of function and banquet space. For more information about MotorCity Casino Hotel, or to make a reservation, visit [www.MotorCityCasinoHotel.com](http://www.MotorCityCasinoHotel.com) or call 1-866-STAY-MCC***

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