

RESTART ACT

On September 1st, 2020, **#WeMakeEvents**, a coalition of live events industry professionals, with the support of trade bodies, businesses, and unions, lit up over 2,000 structures, including entertainment venues, architectural icons (sky scrapers, bridges, statues, etc.), and personal residences red in over 75 cities and towns in North America to raise public and media awareness in support of The RESTART Act.

If Congress does not pass a relief bill in September with RESTART language included 70% or more of the Live Event Industry will cease to exist.

WHY RESTART AND PUA & FPUC MATTER

**77% of people in the live events industry
have lost 100% of their income**

Live events is an
\$877 billion industry

97% of 1099 workers
have lost their jobs

96% of companies have
cut staff and/or wages

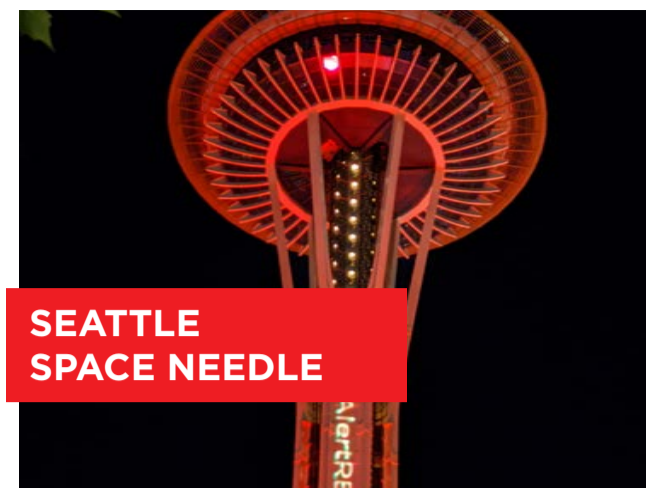
SEATTLE
PIKE PLACE MARKET



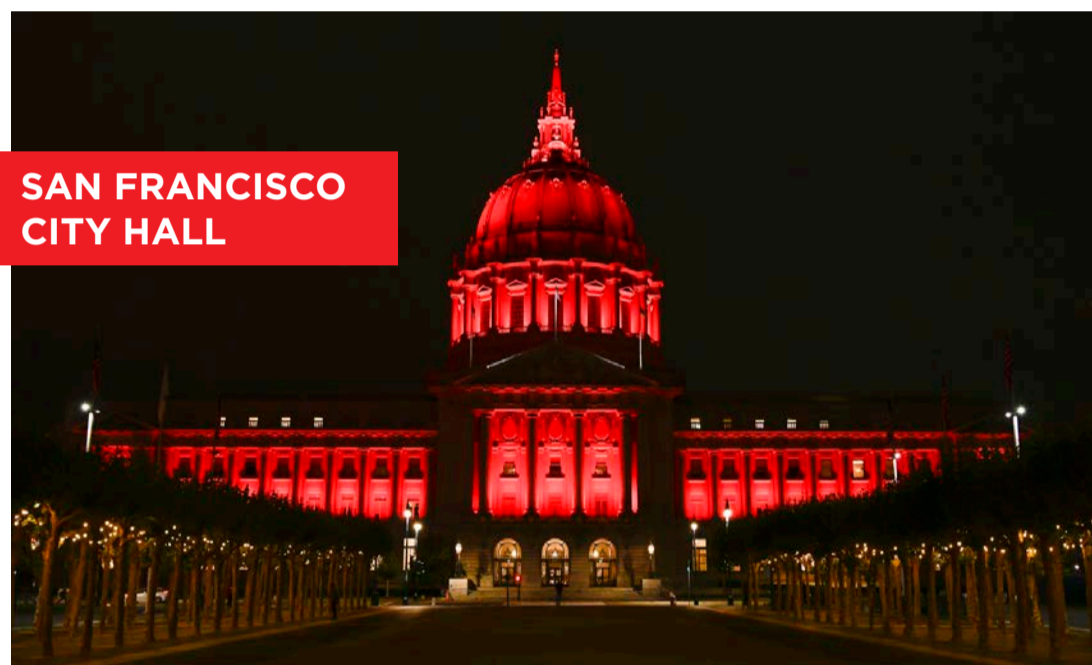
DENVER
RED ROCKS



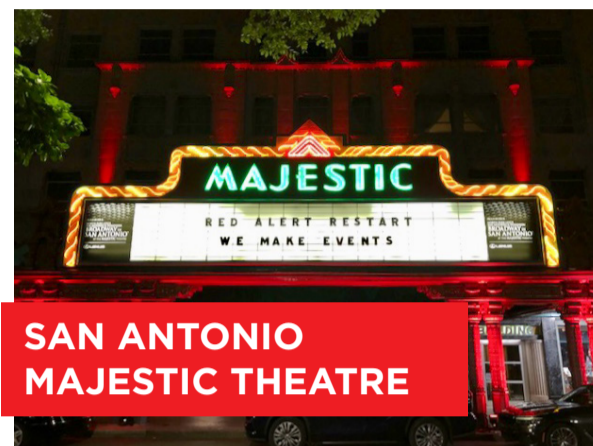
SEATTLE
SPACE NEEDLE



SAN FRANCISCO
CITY HALL



SAN ANTONIO
MAJESTIC THEATRE



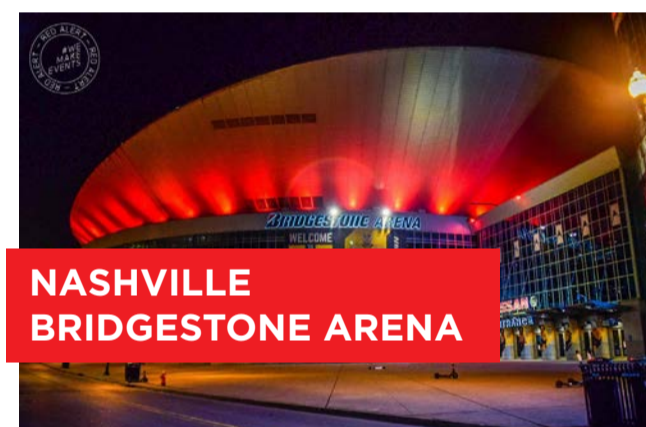
RENO
RENO ARCH



OMAHA
ORPHEUM THEATRE



NASHVILLE
BRIDGESTONE ARENA

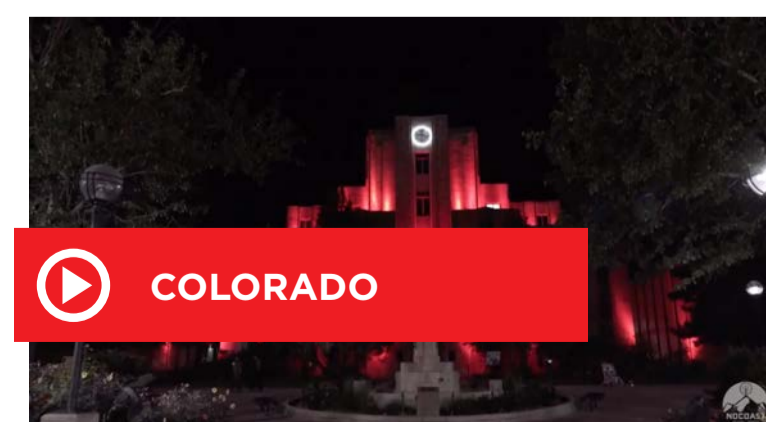
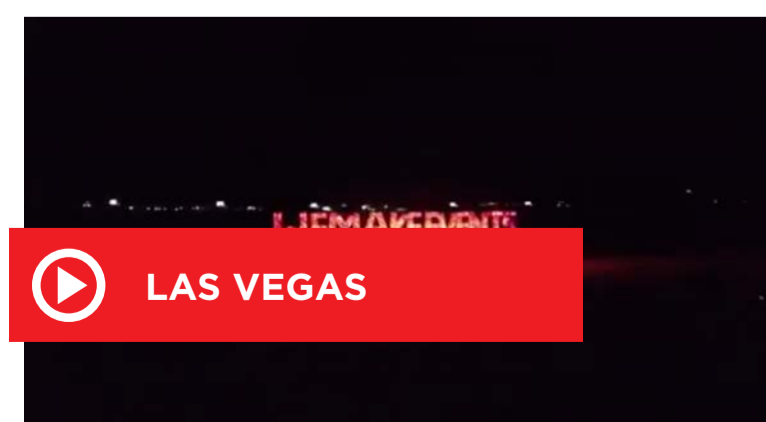


NEW YORK CITY
EMPIRE STATE BUILDING



“A lot of hurt, a lot of pain when it comes to Houston, and not just here, but in the whole country... events were the first industry to stop and these people felt the pain and will be the last ones to get their lives back on track...when the performances stop, their income stops, these are people who are taking it on the chins, these are the heroes of our time, they are still hanging in there. The Red tonight will represent a Restart.”

Sylvester Turner, mayor, City of Houston



CELEBRITY TESTIMONIALS



VIEW ALL TESTIMONIALS



Celebrity testimonials from Nathan Lane, Barry Manilow, Leslie Odom & Nicolette Robinson, Slash, Jason Aldean, Lance Bass, The Goo Goo Dolls, Gavin Degraw, Billy Bob Thornton and many more!

WHAT'S THE PRESS SAYING?

2,500 Buildings Light up in 'RedAlert #Restart' Effort to Support Music Venues

By Jem Aswad

Houston buildings shine a red spotlight on struggling live event industry

Toyota Center, Jones Hall and other venues were part of Tuesday night's Red Alert Night of Action.

RED ALERT RESTART

NEWS | SEPTEMBER 1 2020

Red Alert Restart: Houston buildings to be lit in red to support concert venues

abc 13
Wednesday, September 2, 2020 8:00AM

TOURING
US Music Venues Will Light Up Red on Sept. 1 to Demand Passage of The Restart Act

8/28/2020 by Taylor Mills

NEWS
RedAlertRESTART A Massive Success

by Ellen Lampert-Greux
Sep 2, 2020 7:53am

Share:



DMV entertainment venues to light up Tuesday night for pandemic Red Alert

Update: The Live Industry Goes On Red Alert

12:00 AM, Wednesday, 9/02/2020 By: Francisco Rendon

Las Vegas landmarks go red for operation 'red alert restart' for ravaged live entertainment workers

The entertainment industry lights up Las Vegas for Red Alert Restart

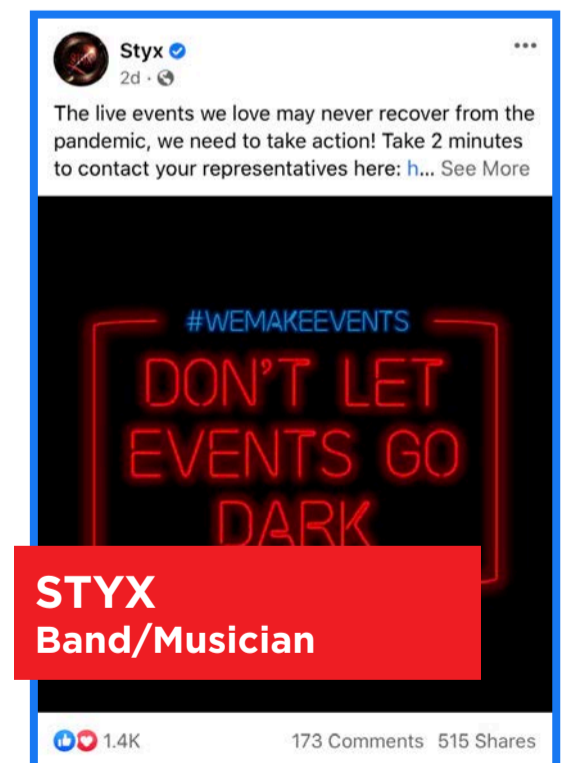
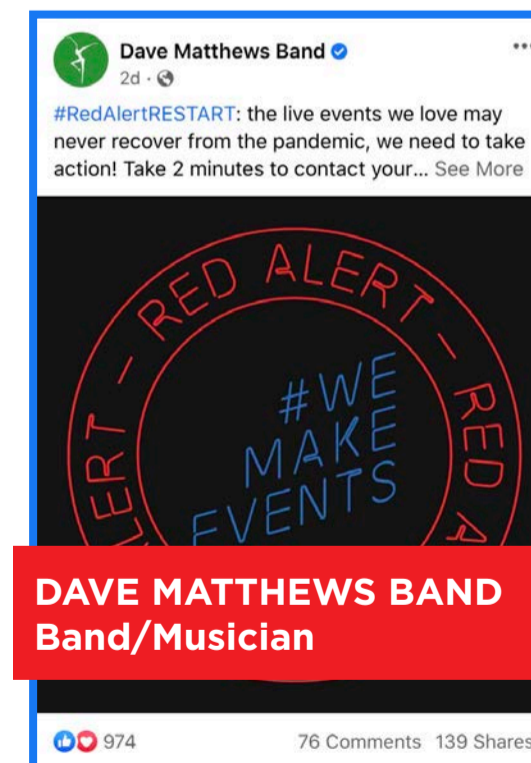
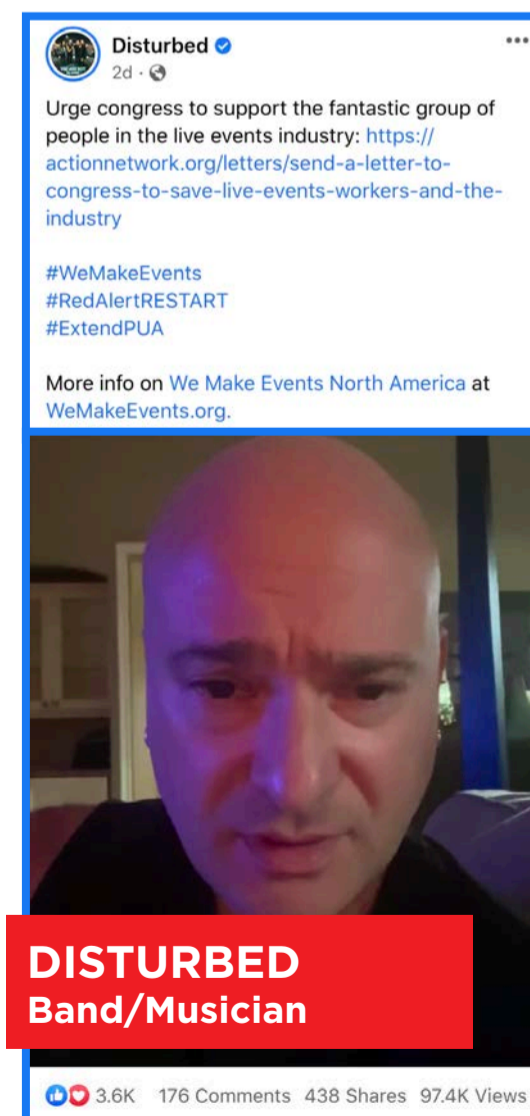
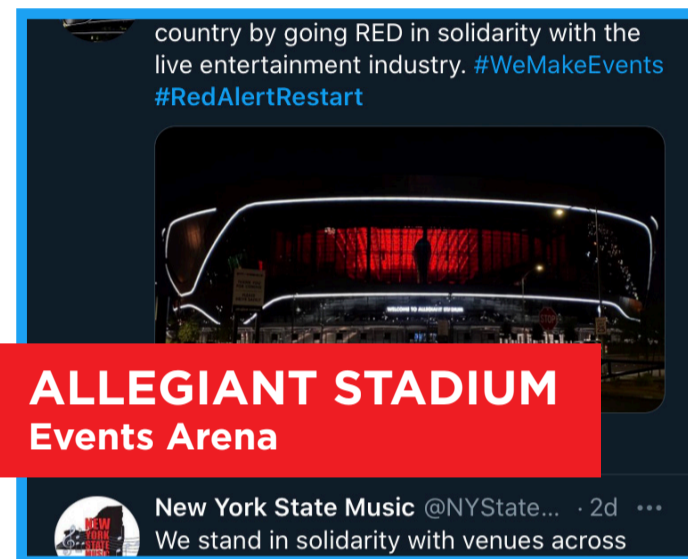
More than 20 landmarks in Indianapolis will be illuminated with red light. Here's why.

David Lindquist Indianapolis Star
Published 12:51 p.m. ET Sep. 1, 2020

People all over the country have been joining the initiative, from New York City, to Las Vegas, to Indianapolis, to Boulder and Denver, to Houston, to Washington DC and many more!

WHO'S TALKING ABOUT IT?

#WeMakeEvents | #RedAlertRESTART | #ExtendPUA

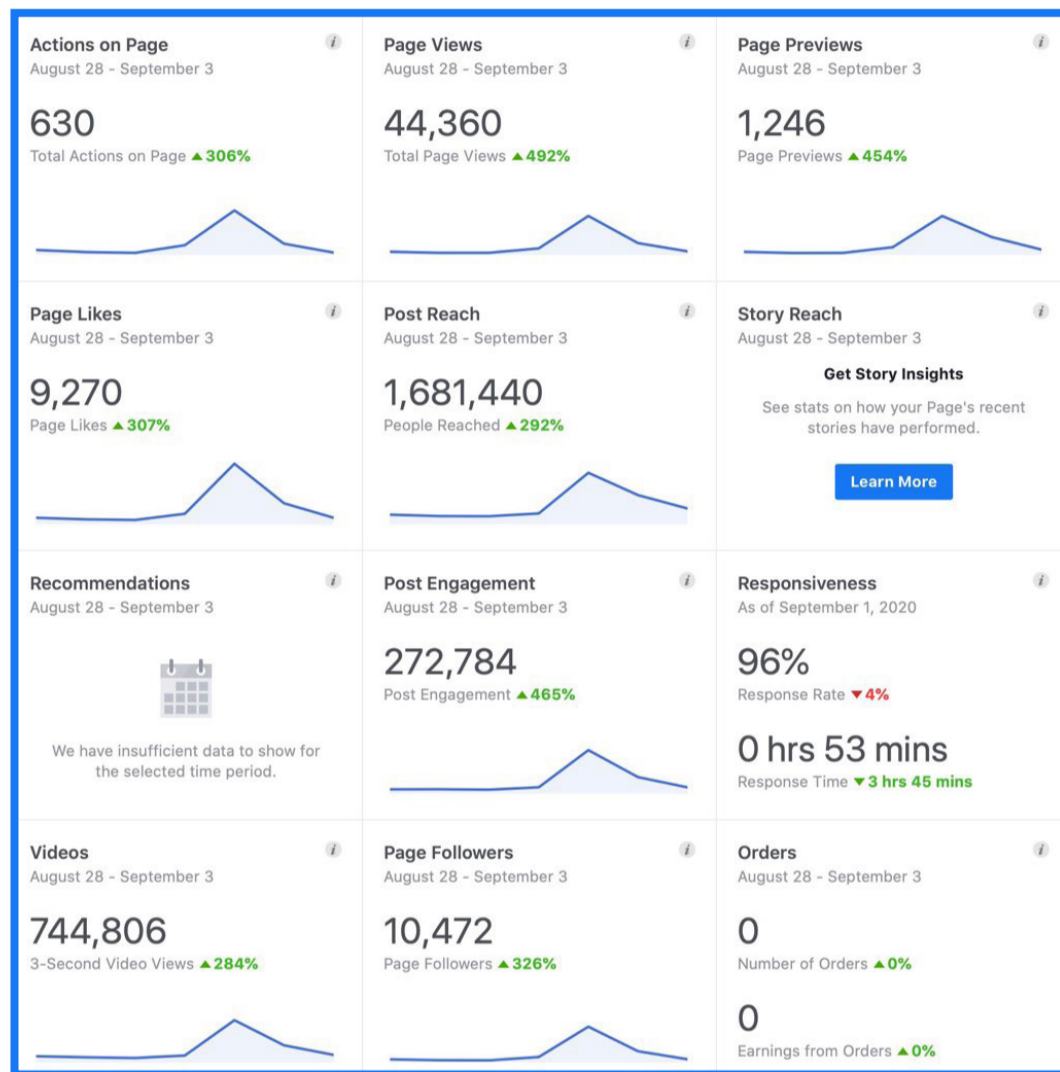




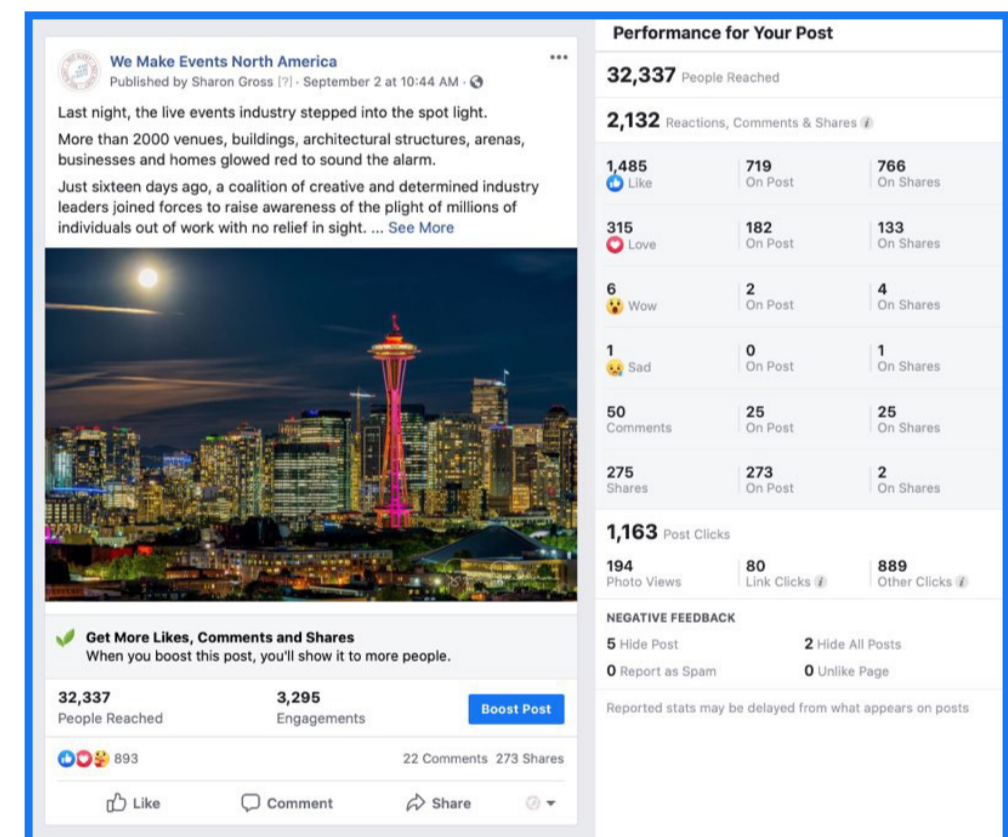
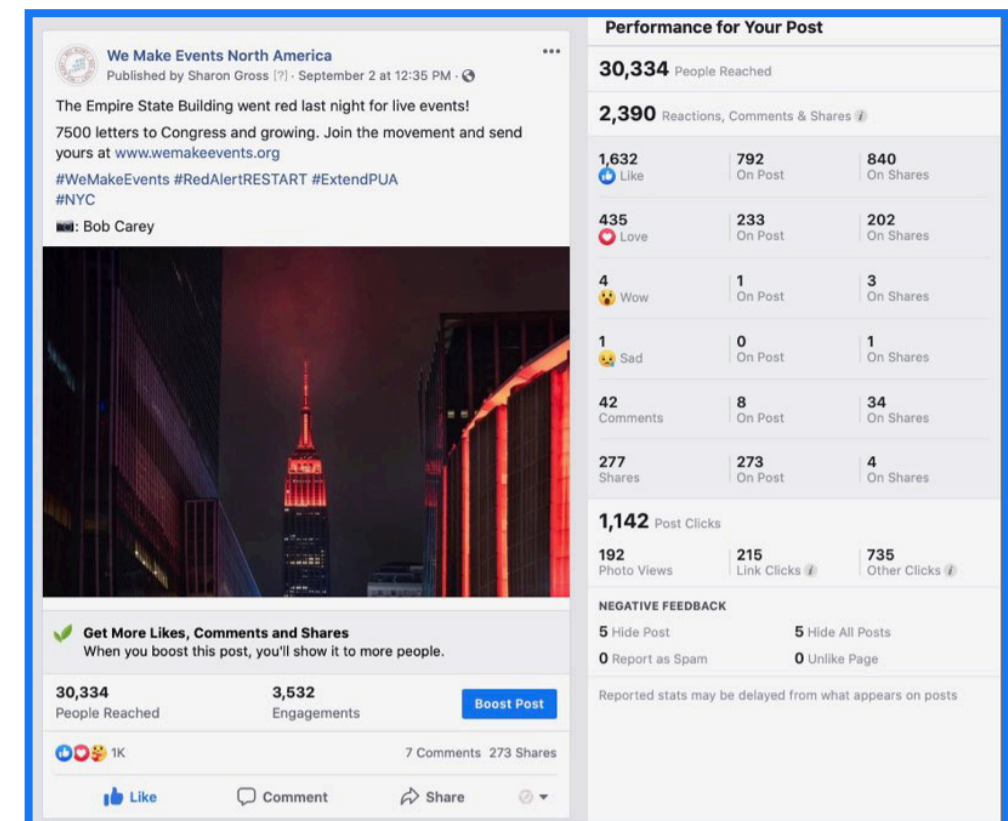
@WeMakeEventsNorthAmerica

BY THE NUMBERS

PAGE STATISTICS



TOP PERFORMING POSTS



POST REACH





@WeMakeEventsNorthAmerica

BY THE NUMBERS

ACCOUNT ACTIVITY

Account Activity		40,631
Profile Visits	37,444	
+2,747.4% vs Aug 21 - Aug 27		
Website Taps	3,172	
+3,865% vs Aug 21 - Aug 27		
Email Button Taps	7	
+600% vs Aug 21 - Aug 27		
Call Button Taps	8	
+300% vs Aug 21 - Aug 27		

Overview	
45.1K	+2,414% >
Accounts Reached	
32.2K	+554.2% >
Content Interactions	
6,969	+862.5% >
Total Followers	

TOP PERFORMING POST

11:03

TOP POSTS

#wemakeevents

wemakeeventsnorthamerica

View Insights

Promote

Like Comment Share

Liked by cibour0208, kerdashali and 1,629 others

wemakeeventsnorthamerica The message was clear at the Downtown Events Center in Las Vegas... more

View all 13 comments

liveeventscio Well done! Lets keep sharing and raising awareness!

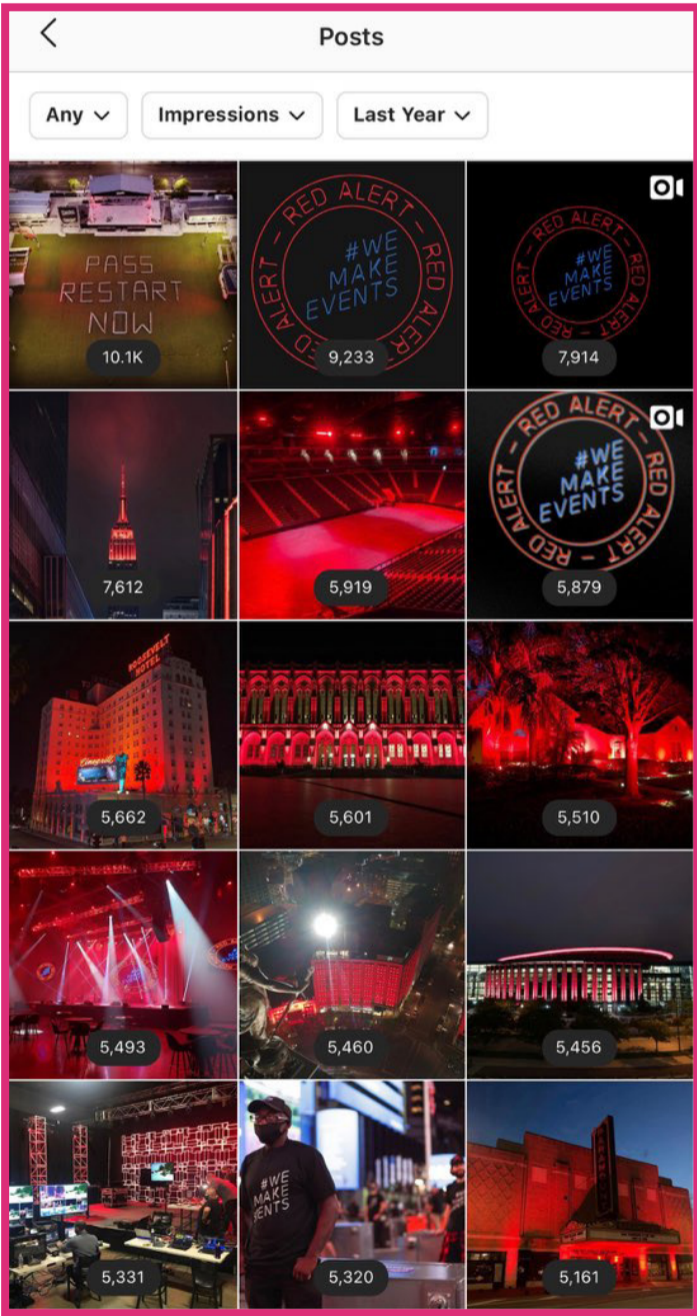
dustinwestling

2 days ago

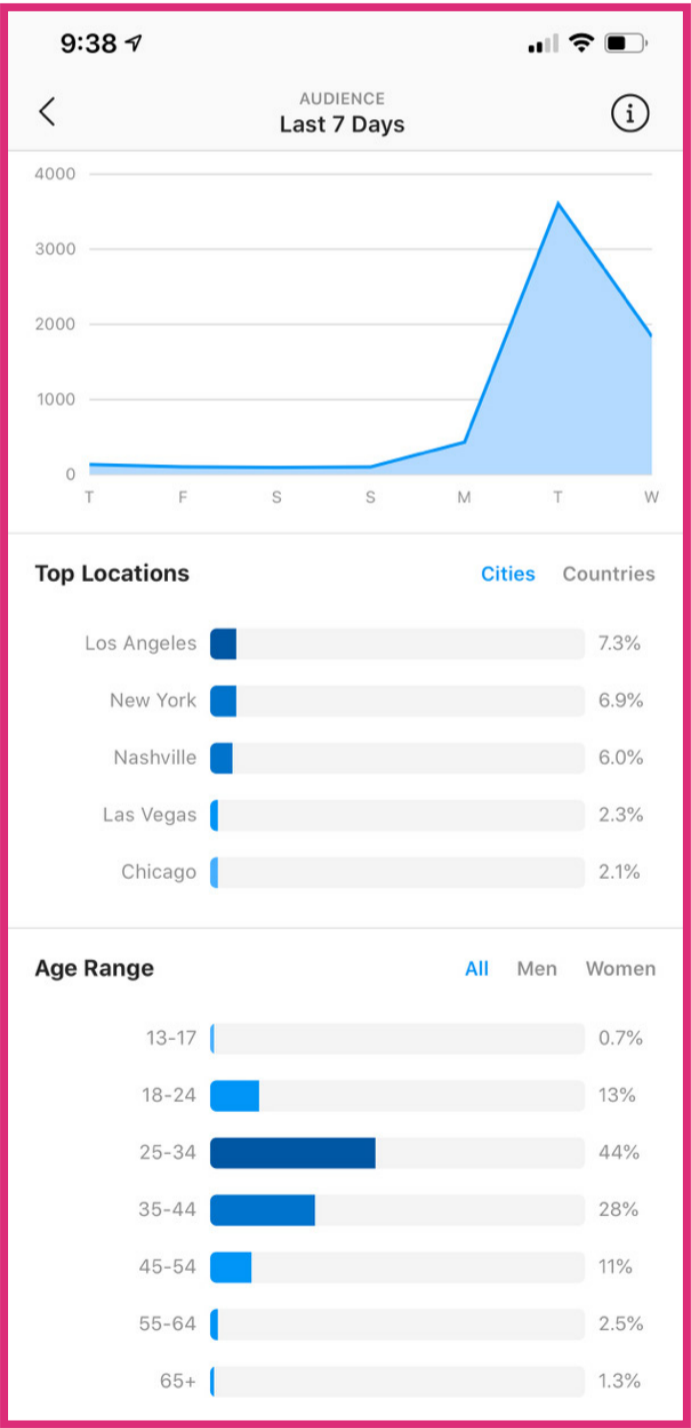
CONTENT INTERACTIONS

INTERACTIONS		Last 7 Days
Content Interactions		
32,261 interactions		
+554.2% vs Aug 21 - Aug 27		
Post Interactions	30,244	
+587.3% vs Aug 21 - Aug 27		
Likes	26,020	
Comments	196	
Saves	367	
Shares	3,661	
Story Interactions	112	
-- vs Aug 21 - Aug 27		
Replies	79	
Shares	33	
IGTV Interactions	1,905	
+258.7% vs Aug 21 - Aug 27		
Likes	1,404	
Comments	23	
Shares	450	

IMPRESSIONS PER POST



ENGAGEMENT OVER LAST WEEK BY AGE





@WeMakeEventsNorthAmerica

BY THE NUMBERS

ACCOUNT ACTIVITY




TOP PERFORMING TWEET

Top Tweet earned 1,002 impressions

Even in Morse code, the message is clear:

"Red alert we need to save the entertainment industry!"


[#WeMakeEvents](#) [#RedAlertRESTART](#)
[#ExtendPUA](#) pic.twitter.com/IYARLnPnxs



7 7

[View Tweet activity](#) [View all Tweet activity](#)

Top mention earned 22 engagements


 **Bandit Lites**
@BanditLites · Aug 24

Country superstar Jason Aldean voices his support for his crew and all live event members by supporting [#RedAlertRESTART](#).

Get involved at wemakeevents.org and follow [@WeMakeEvents_NA](#)

[#WeMakeEvents](#) [#RedAlertRESTART](#)
[#extendPUA](#)


[@Jason_Aldean](#) [#BanditFamily](#)
pic.twitter.com/Zi80ICck4X




2 7

[View Tweet](#)

Top Follower followed by 3.09M people



Foo Fighters 
@foofighters [FOLLOWS YOU](#)

Rock band

[View profile](#)

Top media Tweet earned 757 impressions

We were the first industry to close during the pandemic, and we're going to be one of the last to re-open.

INDUSTRIES AFFECTED

Theatre

Broadway, Off-Broadway, Off-Off-Broadway, Regional Theatre (LORT A/B/C/D), Touring, Community, Education, Independent, Stand Up Comedy

Dance

Ballet, Jazz, Modern, Hip-Hop, Step, Tap, Celtic, etc.
Touring, Sit-Down, One-Off

Opera

Resident, Touring, Sit-Down, Education

Music

All genres from Classical/Orchestral to EDM and everything in between
One-Off Concerts, Music Festivals, Touring, Education

Corporate

Trade-shows, Corporate Meetings, Political Rallies/Conventions, Key-Note Speakers (TED Talks, etc.)

Live Television

Game Shows, Talk Shows, News, Sports, Events, etc.

Recorded TV/Movies

All studios are essentially at a stand still, meaning there will be a gap in content at some point soon

Sports

Professional and College Sports - Broadcast and Local
Basketball, Baseball, Soccer, Football, Hockey, Nascar, F1, Motocross, PBR (professional bull riding), Poker, Golf, Gymnastics, Softball, Swimming, etc.

Fairs

State/County Fairs, Rodeos, Stock Shows, 4H

Special FX

Fireworks, Pyrotechnics, Water Shows, etc.

Themed Attractions

Amusement Parks, Haunted Houses, Corn Mazes, Family Fun Centers, Escape Rooms, Experiences

Museums

Not all encompassing, but anything interactive - Children's Museums, Interactive Exhibits, etc.