



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 live events sector.

Will you join us?

We're asking Congress to pass a comprehensive relief bill NOW that includes the RESTART Act and an Extension and Expansion of PUA & FPUC.

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

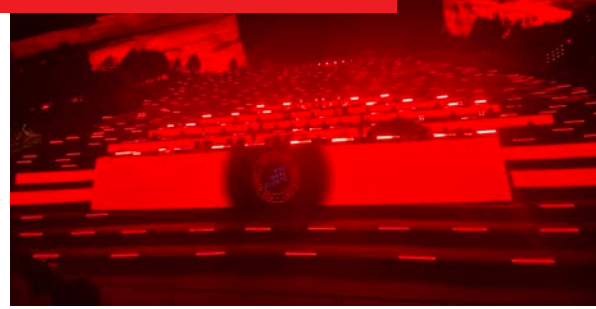
96% of companies have
cut staff and/or wages

[WeMakeEvents.org](https://www.wemakeevents.org) | [View participant list here](#)

SEATTLE
PIKE PLACE MARKET



DENVER
RED ROCKS



SEATTLE
SPACE NEEDLE



SAN ANTONIO
MAJESTIC THEATRE

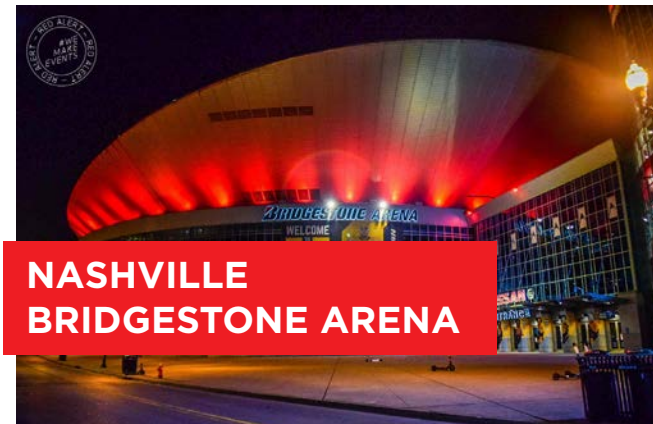


RENO
RENO ARCH

SAN FRANCISCO
CITY HALL



OMAHA
ORPHEUM THEATRE



NASHVILLE
BRIDGESTONE ARENA



NEW YORK CITY
EMPIRE STATE BUILDING



▶ HOUSTON

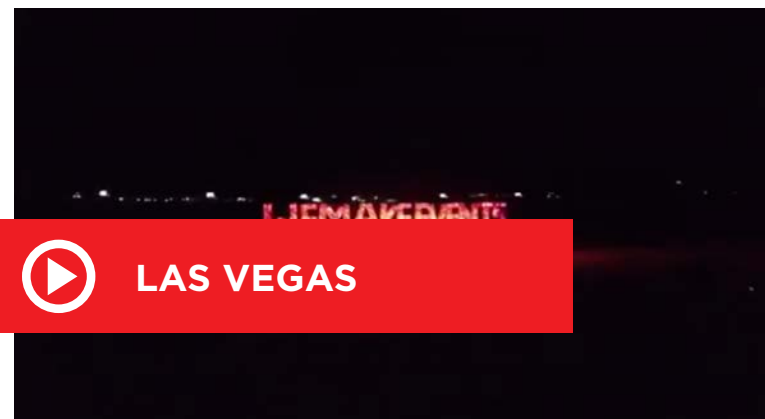
Sylvester Turner
Mayor, City of Houston

“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.”

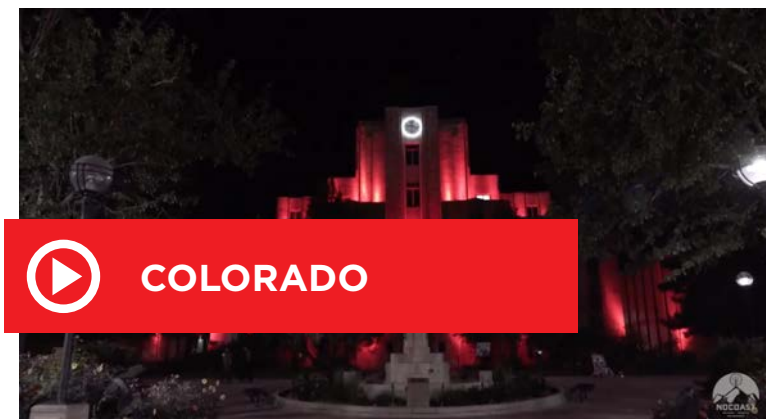
Sylvester Turner, mayor, City of Houston



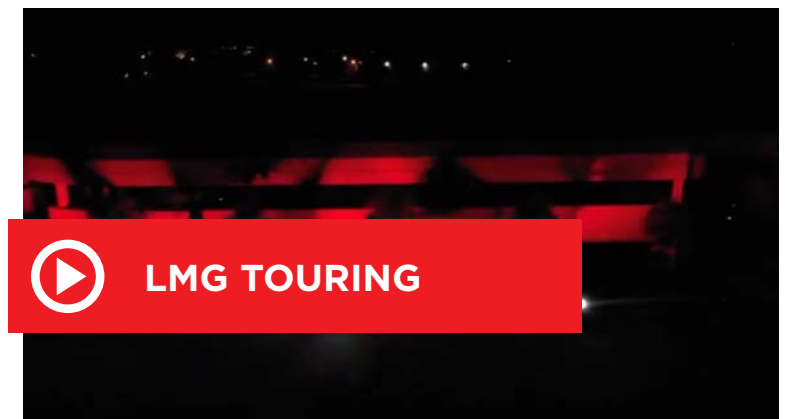
▶ HUNTSVILLE, ALABAMA



▶ LAS VEGAS



▶ COLORADO



▶ LMG TOURING

CELEBRITY TESTIMONIALS



VIEW ALL TESTIMONIALS



Celebrity testimonials from Nathan Lane, Billy Bob Thornton, Leslie Odom & Nicolette Robinson, Jason Aldean, Lance Bass, Slash, The Goo Goo Dolls, Gavin Degraw, 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
Wednesday, September 2, 2020 8:00AM

US Music Venues Will Light Up Red on Sept. 1 to Demand Passage of The Restart Act
8/28/2020 by Taylor Mills

RedAlertRESTART A Massive Success
by Ellen Lampert-Greux
Sep 2, 2020 7:53am

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



Rush @rushtheband · 2d
#RedAlertRESTART is raising awareness to jump-start relief for the live events industry. @WeMakeEvents_NA are going RED for the 12 million people out of work due to COVID-19. Help save the live events industry & check out wemakeevents.org

RUSH
Band/Musician

14 replies 159 retweets 684 likes

country by going RED in solidarity with the live entertainment industry. #WeMakeEvents #RedAlertRestart

ALLEGIANT STADIUM
Events Arena

New York State Music @NYState... · 2d
We stand in solidarity with venues across

These are difficult times in the live events industry so tonight we light our building red as we stand with our fellow event venues and industry workers. #WeMakeEvents

LUCAS OIL STADIUM
Events Arena

AFM @The_AFM · 4d

Pearl Jam @PearlJam · 2d
#RedAlertRESTART is raising awareness to jump-start relief for the live events industry. We can't wait to safely play live shows again for you, so we're joining the movement & are on RED alert for the 12 million people in our industry out of work due to COVID-19.

Tim Durkan

PEARL JAM
Band/Musician

18 replies 256 retweets 1,097 likes

Show this thread



Stone Temple Pilots · 3d

We are grateful beyond words for the thousands upon thousands of behind-the-scenes workers who make every STP concert a reality... See More

STONE TEMPLE PILOTS
Band/Musician

1.4K likes 65 Comments 1.8K Shares 66.7K Views

Tenacious D · 2d

#RedAlertRESTART: the live events we love may never recover from the pandemic - we need to take action! Take 2 minutes to contact your... See More

TENACIOUS D
Band/Musician

Jack Black Actor, Musician - Tenacious D #RedAlertRESTART

1.7K likes 215 Comments 945 Shares

Like Comment Share

Disturbed · 2d

Urge congress to support the fantastic group of people in the live events industry: <https://actionnetwork.org/letters/send-a-letter-to-congress-to-save-live-events-workers-and-the-industry>

#WeMakeEvents #RedAlertRESTART #ExtendPUA

More info on We Make Events North America at WeMakeEvents.org.

DISTURBED
Band/Musician

3.6K likes 176 Comments 438 Shares 97.4K Views

Dave Matthews Band · 2d

#RedAlertRESTART: the live events we love may never recover from the pandemic, we need to take action! Take 2 minutes to contact your... See More

DAVE MATTHEWS BAND
Band/Musician

974 likes 76 Comments 139 Shares

Styx · 2d

The live events we love may never recover from the pandemic, we need to take action! Take 2 minutes to contact your representatives here: h... See More

STYX
Band/Musician

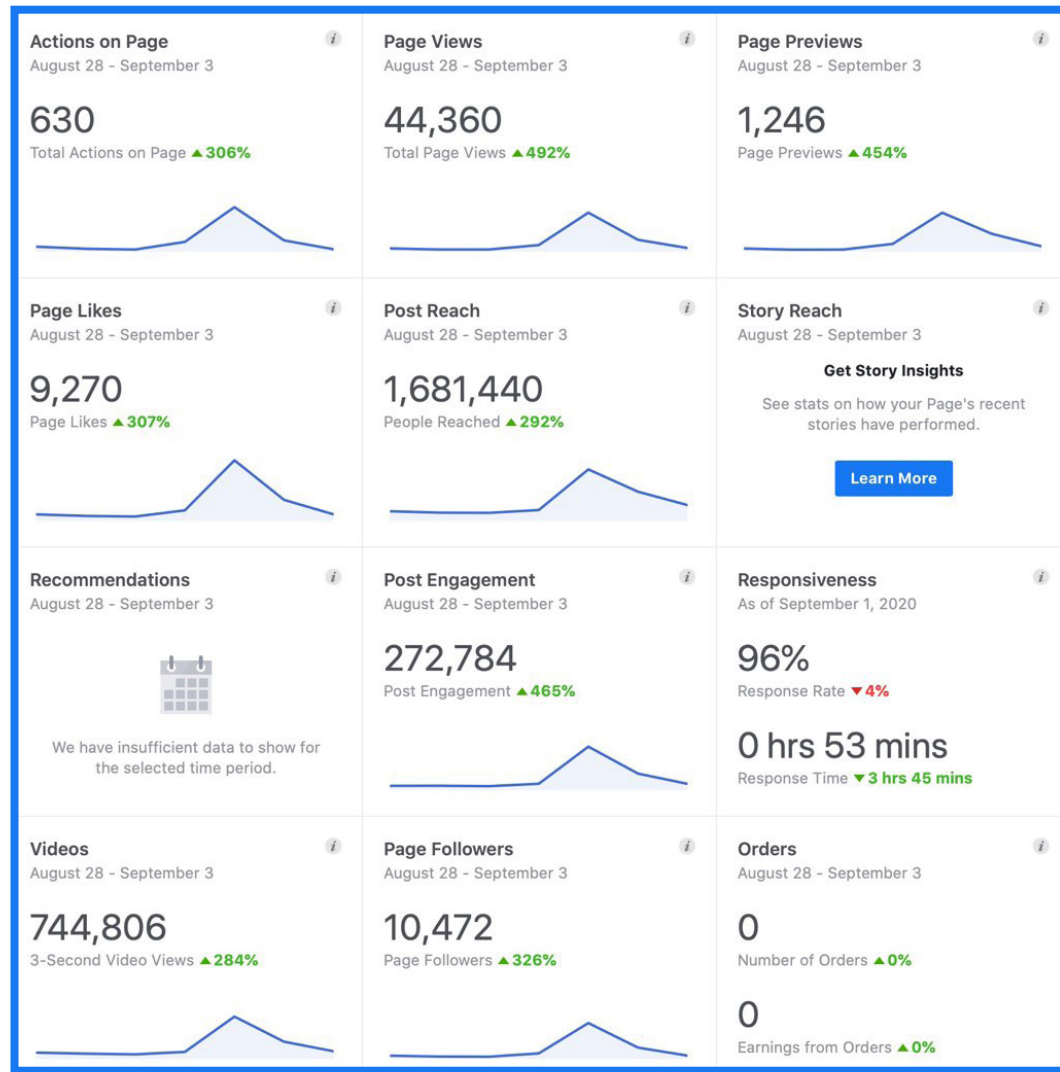
1.4K likes 173 Comments 515 Shares



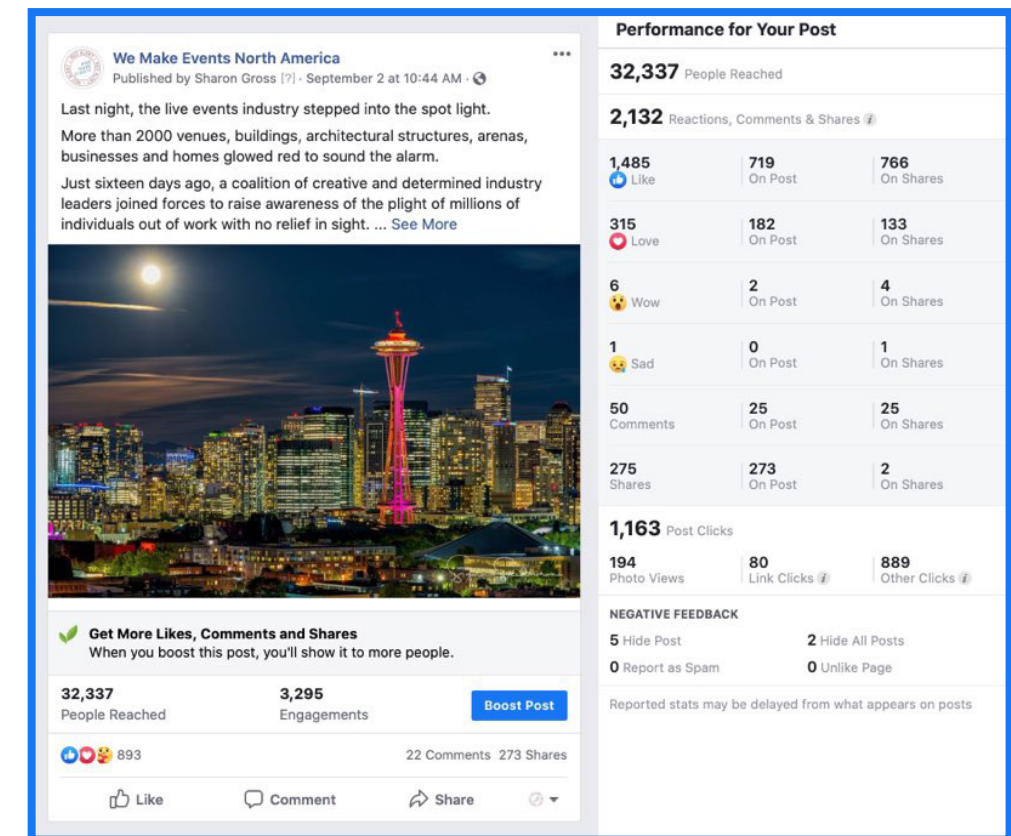
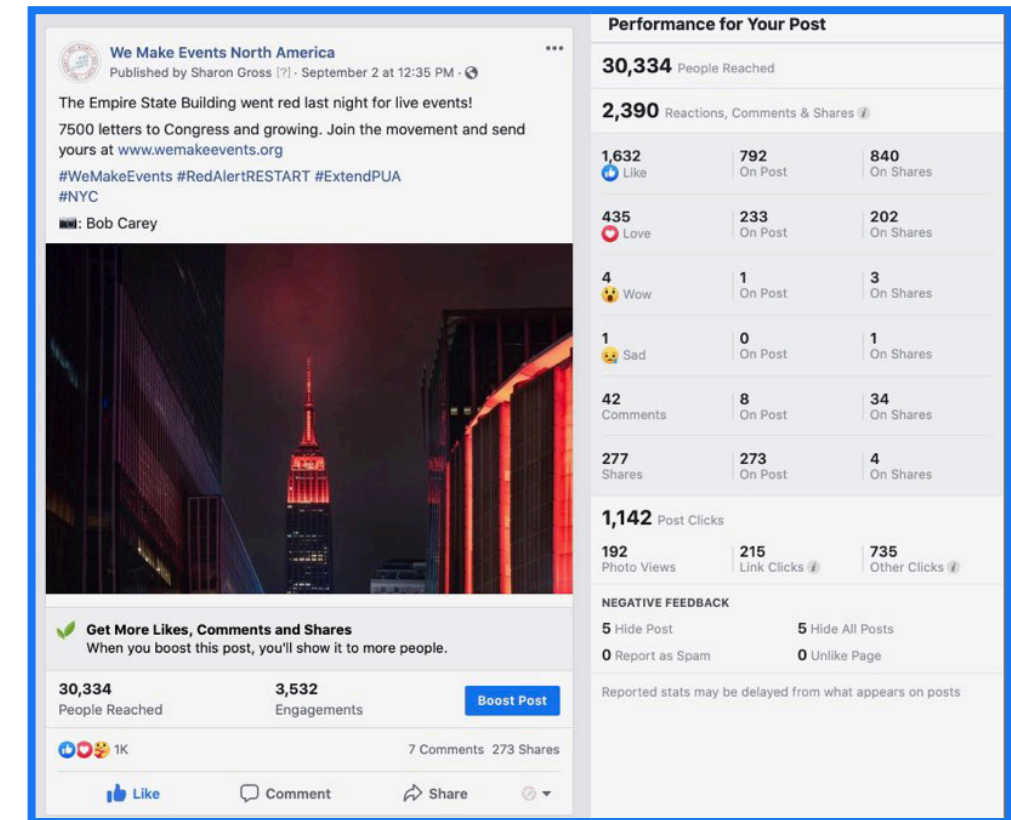
@WeMakeEventsNorthAmerica

BY THE NUMBERS

PAGE STATISTICS



TOP PERFORMING POSTS



389K Minutes Viewed ▲469% from previous 7 days
46.6K 1-Minute Video Views ▲228% from previous 7 days
742.7K 3-Second Video Views ▲283% from previous 7 days
73.2K Engagement ▲319% from previous 7 days
10.3K Net Followers ▲329% from previous 7 days



POST REACH





@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



137 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



132 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.