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**Fox Theatre and Northside Hospital Announce Multi-Year Partnership**

*Fox Theatre welcomes Northside Hospital as its official healthcare partner*

**ATLANTA (Dec. 15, 2022)** The **Fox Theatre** announced today that it has signed a multi-year contract naming Northside Hospital its official healthcare partner. The newly inked agreement, set to go into effect Jan. 1, 2023, makes Northside Hospital the Fox Theatre’s sixth venue sponsor alongside other iconic brands like Coca-Cola, Lexus, Regions Bank, Georgia Natural Gas and the Georgian Terrace Hotel.

“It’s an honor to partner with Northside Hospital,” said Fox Theatre CEO and President Allan Vella. “We’re excited to share Northside’s story and commitment to building community with our fans.”

Northside Hospital will be in rotation on the Fox’s iconic marquee facing Peachtree Street, interior lobby screens, and exterior digital shadowboxes.

Outside of the Theatre, Northside Hospital will broaden its educational arm by becoming the official sponsor of the Fox Theatre’s Fox in a Box outreach program. To better serve Title 1 schools, where field trips are rare, Fox in a Box brings arts and culture to schools that need it most. Fox Theatre’s history and curriculum is provided at no cost to the institutions through the support of generous partners like Northside Hospital. To learn more about Fox in a Box, visit [foxtheatre.org/foxinabox](file:///C:\Users\jwalk\AppData\Local\Packages\Microsoft.Office.Desktop_8wekyb3d8bbwe\AC\INetCache\Content.Outlook\55L4QC7V\foxtheatre.org\foxinabox).

“Northside looks forward to our newest cultural partnership – the Fox Theatre is one of the most beloved institutions in the Southeast. We are thrilled to begin this experience, which millions of visitors and fans have enjoyed for many decades,” said Lee Echols, vice president of marketing for Northside Hospital.

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**About Northside Hospital   
The Northside Hospital health care system is one of Georgia’s leading health care providers with five acute-care hospitals in Atlanta, Canton, Cumming, Duluth, and Lawrenceville and more than 250 outpatient locations across the state. Northside Hospital leads the U.S. in newborn deliveries and is among the state’s top providers of cancer care, sports medicine, cardiovascular and surgical services. For more information, visit:** [northside.com.](file:///C:\Users\jwalk\AppData\Local\Packages\Microsoft.Office.Desktop_8wekyb3d8bbwe\AC\INetCache\Content.Outlook\55L4QC7V\northside.com)

**About the Fox Theatre**The Fox Theatre is one of Atlanta's premier venues for live entertainment, welcoming more than 250 performances a year in its 4,665-seat theatre. From concerts to ballets, comedy, and movies, the historic venue attracts more than 500,000 visitors annually. The theatre also hosts over 100 annual private events like wedding receptions, trade shows, corporate meetings, and association functions in two fabulous ballrooms. The Fox’s premium Marquee Club presented by Lexus, is a 10,000 sq. ft, three-story luxury bar accessible to all Club Level ticket holders or annual members of the Fox Theatre.  As a 501(c)(3) nonprofit arts organization, the Fox Theatre stands today as a fiercely protected landmark and a nationally acclaimed theatre. The Fox Theatre proudly acknowledges its partners for their generous support: Coca-Cola, Lexus, Georgian Terrace Hotel, Georgia Natural Gas, and Regions Bank. Tickets for all events are available at [FoxTheatre.org](https://protect-us.mimecast.com/s/v0QXCOYoRKcNvKACmEBXS?domain=secure-web.cisco.com), or toll-free at 855-285-8499.  Stay connected by following the Fox Theatre on social via @theFoxTheatre on [Instagram](https://protect-us.mimecast.com/s/SE2wCPNp8Li03x4HxEXzY?domain=secure-web.cisco.com), [Twitter](https://protect-us.mimecast.com/s/6oQPCQWqRMHXoW6i7XoPc?domain=secure-web.cisco.com), [and Facebook](https://protect-us.mimecast.com/s/kDgUCR6r7NtG5LrIZrWlF?domain=secure-web.cisco.com).

**Notable Fox Theatre Accolades** 2022 IEBA Theatre of the Year; 2021 Billboard Magazine #1 Highest Grossing Theatre Worldwide (5,000 seats or less); 2021 Pollstar Magazine #2 Theatre Worldwide in Ticket Sales; 2021 Venues Now Magazine #2 Year-End Top Stops (2,001-5,000 seats); 2019 Venues Now #1 Top Stop of the Decade Award for Tickets Sold.