



**Empower Federal Credit Union
Amphitheater Announcement, News Release**

Empower Federal Credit Union Secures Naming Rights to Amphitheater in Syracuse

Syracuse, N.Y., October 20, 2023 — The Empower Federal Credit Union Amphitheater at Lakeview is the new name of the previous St. Joseph’s Health Amphitheater at Lakeview. Syracuse-based Empower Federal Credit Union was introduced today as the naming rights sponsor of the amphitheater by Onondaga County Executive Ryan McMahon and Live Nation Entertainment, the world’s leading live entertainment company.

Owned by Onondaga County, exclusively promoted by Live Nation, and managed by ASM Global, the venue opened in September 2015 and annually hosts more than 200,000 visitors and some of the biggest names in live entertainment.

“Empower FCU was born and raised in the Salt City, and now is among the largest credit unions in New York, with over 250,000 members, over 600 employees and more than \$3.2 billion in assets,” said Ryan McIntyre, President and Chief Executive Officer. “The Empower Federal Credit Union Amphitheater at Lakeview reflects a commitment to our Central New York roots by creating unique experiences for our members and the local community we serve.”

The announcement represents the transition of amphitheater naming rights among two local organizations that have a long history of supporting the Central New York region and collaborating as business and community partners.

“Sponsoring the amphitheater is a wonderful opportunity for Empower FCU to invest in Central New York,” said Chris Keller, Chief Marketing Officer, Empower FCU. “We want to be with our members and community as they create lasting memories, and the amphitheater is the perfect place for that.”

At a press conference this morning, a major concert announcement was revealed for the 2024 season at the Empower Federal Credit Union Amphitheater. Recording artist Lainey Wilson, who drew a record-setting attendance of 53,200 for her concert at the 2023 New York State Fair, will perform on Friday, June 21, 2024. Tickets go on sale at [livenation.com](https://www.livenation.com) on Friday, October 27th, at 10 a.m. ET.

Onondaga County Executive Ryan McMahon said, “We are thrilled to have Empower Federal Credit Union be the new sponsor of our world-class amphitheater along the shores of Onondaga Lake. Even better, Empower FCU is a homegrown company with deep roots in our community.” McMahon continued, “As a growing community, we must continue to forge partnerships that make investments supporting our robust tourism economy while enhancing the quality of life for our residents. Empower FCU is the perfect partner to help in that effort, and I look forward to another successful season at the Empower Federal Credit Union Amphitheater at Lakeview.”

“We’re thrilled to partner with Empower Federal Credit Union on the next chapter for this beloved venue,” said Jim Koplik, President of Live Nation’s Connecticut, and Upstate NY division. “This amphitheater is a favorite summer destination for music fans, and we look forward to our partnership with Empower FCU.”

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About Empower FCU

Empower Federal Credit Union is a not-for-profit financial cooperative owned by and operated for its members since its founding in 1939. Since then, Empower FCU has grown to over \$3.2 billion in assets, serving more than 250,000 members, with 28 branch locations across upstate New York. To learn more, visit www.empowerfcu.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, visit www.livenationentertainment.com.

About ASM Global

ASM Global is the world's leading producer of entertainment experiences. It is the global leader in venue and event strategy and management, delivering locally tailored solutions and cutting-edge technologies to achieve maximum results for venue owners. The company's elite venue network spans five continents, with a portfolio of more than 350 of the world's most prestigious arenas, stadiums, convention and exhibition centers, and performing arts venues. Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#) and online at asmglobal.com.