

FOR IMMEDIATE RELEASE

2016 Experience Hendrix Tour Rolls Through The Hanover Theatre in March



Worcester, Mass. (March 14, 2016) Hailed by critics and fans alike as the “Guitar event of the year,” the multi-artist celebration known as the *Experience Hendrix* Tour is set to appear at The Hanover Theatre for the Performing Arts on March 23 at 7:30 PM. Now in its second decade, the tour celebrates the musical genius of Jimi Hendrix by bringing together a diverse array of extraordinary musicians, ranging from blues legend Buddy Guy to Black Label Society and former Ozzy Osbourne guitarist, Zakk Wylde. Billy Cox, bassist for both *Experience Hendrix* and Band of Gypsys, anchors a rhythm section that provides the foundation for exciting renditions of such signature Hendrix favorites as “Purple Haze” and “Voodoo Child (Slight Return).”

Multiple Grammy-winner and 2015 Kennedy Center honoree Buddy Guy, who was both an inspiration to as well as a personal friend of Jimi’s, is also ecstatic to partake in his sixth *Experience Hendrix* tour. The stance he takes is akin to that of a missionary: “Jimi Hendrix was one of the greatest guitar players ever and we all need to keep his music alive.”

“It’s an honor to celebrate Jimi Hendrix’s legacy and greatness with so many other amazing players, who have become great friends and family to me,” echoes Zakk Wylde. “His influence and inspiration will forever be undeniable!”

Tickets to *Experience Hendrix* start at \$48. Discounts are available to members of The Hanover Theatre, groups of 10 or more, corporate partners and Woo Pass holders. Tickets are available online at TheHanoverTheatre.org, by phone at 877.571.SHOW (7469) or at The Hanover Theatre box office located at 2 Southbridge Street in downtown Worcester.

The *Experience Hendrix* tour encompasses 27 performances this coming February and March, stopping in more than two dozen cities across the United States.

About The Hanover Theatre

The Hanover Theatre continues to draw over 170,000 patrons annually with world-class performances and headlining acts including Broadway hits (“Les Misérables,” “Jersey Boys,” “Camelot”); comedians (Dave Chappelle, Jay Leno, Daniel Tosh); musical acts (Neil Young, Aretha Franklin, John Legend); and everything in between (“A Christmas Carol,” Maya Angelou, Rudy Giuliani, Alvin Ailey American Dance Theatre). Consistently ranked by POLLSTAR as one of the Top Theatres in the World, the theatre opened in March of 2008 following a \$32 million historic renovation. Over the last seven seasons, the theatre has established its place as a world-class performing arts venue, acting as a catalyst for the economic development of downtown Worcester. In the spring of 2015, the theatre finalized the purchase of a vacant, three-floor former office building with street-level retail space at 551 Main Street. The building will ultimately house office space for theatre administration, function areas, a restaurant on the ground floor and a performing arts school on the lower level. The building will open in summer 2016.

Worcester Center for Performing Arts, a registered not-for-profit 501(c)(3) organization, owns and operates The Hanover Theatre for the Performing Arts. All donations are tax deductible to the fullest extent allowed by law.

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