

# Schmidt

## RELATIONS

Information for Release:

**Carrie Underwood Stages Biggest Tour of Career with  
“The Storyteller Tour – *Stories in the Round*”  
Launches with Back to Back Sold Out Shows**



Nashville, TN – (February 3, 2016) – Carrie Underwood’s “Storyteller Tour - *Stories in the Round*” launched on Saturday in Jacksonville, FL, and continued Monday in Atlanta, GA, both to sold-out 360-degree crowds. The tour's 17 semi-trucks and 8 buses rolled into Greensboro, NC for the third show tonight to continue its highly-successful 2016 run. Already fans and critics are raving about

her stand-out performances coupled with the dramatic in-the-round stage production.

The show "is a no-expense-spared spectacle that highlights her approachable beauty, her roar of a voice and a substantive set of songs that have commanded the charts since her 'American Idol' victory a long decade ago," expressed the Atlanta Journal Constitution. "The in-the-round setup commissioned by Underwood allows for unparalleled vantage points- and even those in the arena's highest peaks could watch one of four oval video screens situated above each side of the stage." And says the Florida Times-Union, "Lasers and swaying spotlights and fireworks and explosions all added to the spectacle. But make no mistake, Underwood was the star of the show."

Underwood, known for her vocal prowess and the ability to create stellar performance moments in any realm, concert, television, or recordings, spent much of 2015 working with her team to create her most spectacular concert tour to date. Barry Lather (Rihanna, Mariah Carey, Usher, Michael Jackson) is the tour's Creative Director and Butch Allen (Metallica, The Eagles, Eric Church, No Doubt) is Production & Lighting Designer. "The Storyteller Tour" required many weeks of technical planning and rehearsing to program lighting cues, automation, and special effects, followed by numerous full-on performance rehearsals with Underwood and her band.



"The Storyteller Tour" features a staple in any Underwood production, wardrobe changes. She worked with Emmy-winning costume designer Marina Toybina to create varying costume options for each of the five acts so fans will see a variety of outfits every night during her 100+ minute set. Marina also designed the wardrobe for Underwood's 2012/2013 "Blown Away Tour."

The massive stage has seven elevator lifts and spans over 150 feet across the arena floor, with a main center stage expanse of 48 feet in diameter that rotates 360-degrees. The center lift can raise

to 18 feet high. There are four satellite stages and three concentric LED rings that hover in the air and move throughout the show for visual moments and effects, plus four larger oval screens that provide video for fans on all sides of the arena. A very unique spotlight technology, the Black Track system, follows Carrie where ever she travels across the massive stage with aide by special beacons that have been built into her wardrobe.

**To view some of the tour's magnificent moments go to**

**<http://www.carrieunderwood.fm/press>. High res footage will be available on the site February 4.**

Underwood will take a short break from the tour following this weekend to perform on the 58th Annual GRAMMY Awards®, where the seven-time GRAMMY winner is nominated this year for “Little Toy Guns” in the Best Country Solo Performance category. The GRAMMY Awards® will broadcast live on the CBS Television Network, Monday, Feb. 15, 2016, at 8 p.m. ET/5 p.m. PT.

#### **The Storyteller Tour:**

Feb-3	Greensboro, NC	Greensboro Coliseum
Feb-5	Louisville, KY	KFC Yum! Center
Feb-17	Pittsburgh, PA	CONSOL Energy Center
Feb-20	Hampton, VA	Hampton Coliseum
Feb-22	Philadelphia, PA	Wells Fargo Center
Feb-23	Boston, MA	TD Garden
Feb-25	Washington, DC	Verizon Center
Mar-4	Stockholm, Sweden	C2C/Hovet*
Mar-5	Oslo, Norway	C2C/Spektrum*
Mar-11	Glasgow, Scotland	C2C/ Clyde Auditorium*
Mar-12	London, England	C2C/ O2 Arena*
Mar-13	Dublin, Ireland	C2C/ 3 Arena*
Mar-17	Youngstown, OH	Covelli Centre
Mar-19	Allentown, PA	PPL Center
Mar-22	Auburn Hills, MI	The Palace of Auburn Hills

Mar-24	St. Louis, MO	Chaifetz Arena
Mar-26	Lincoln, NE	Pinnacle Bank Arena
Mar-29	Colorado Springs, CO	Broadmoor World Arena
Mar-30	Denver, CO	Pepsi Center
Apr-1	Las Vegas, NV	ACM Party for a Cause Festival*
Apr-5	Fresno, CA	Save Mart Center
Apr-8	Reno, NV	Reno Events Center
Apr-10	Oakland, CA	Oracle Arena
Apr-12	Stockton, CA	Stockton Arena
Apr-14	Phoenix, AZ	Talking Stick Resort Arena
Apr-16	Las Cruces, NM	Pan American Center
Apr-18	San Antonio, TX	AT&T Center
Apr-19	Houston, TX	Toyota Center
Apr-22	Bossier City, LA	CenturyLink Center
Apr-24	Lafayette, LA	Cajundome
Apr-27	Tulsa, OK	BOK Center
Apr-28	N. Little Rock, AR	Verizon Arena
Apr-30	Indio, CA	Stagecoach*
May-3	Madison, WI	Kohl Center
May-5	Green Bay, WI	Resch Center
May-7	Grand Forks, ND	Ralph Engelstad Arena
May-10	Casper, WY	Casper Events Center

May-12	Billings, MT	Rimrock Auto Arena at MetraPark
May-15	Kansas City, MO	Sprint Center
May-17	Rosemont, IL	Allstate Arena
May-18	Cleveland, OH	Quicken Loans Arena
May-24	Buffalo, NY	First Niagara Center
May-27	Ottawa, ON	Canadian Tire Centre
May-28	Toronto, ON	Air Canada Centre
May-30	London, ON	Budweiser Gardens

\*festival date

**“Storyteller Tour- *Stories in the Round*,”** in association with ALMAY, and Carnival in support of Operation Homefront, is promoted by AEG in North America and includes special guests Easton Corbin and The Swon Brothers.

**About Carrie Underwood:** Carrie Underwood emerged from the promise of her 2005 *American Idol* win to become a true multi-format, multi-media superstar, spanning achievements in music, television, and film. A seven-time GRAMMY® Award winner, she has amassed nearly 100 major honors, sold 58 million records worldwide, and recorded 22 #1 singles, 12 of which she co-wrote, with a catalog of songs that have been streamed more than 1.5 billion times worldwide. The first female artist to be twice named the Academy of Country Music’s Entertainer of the Year, Underwood was recognized as *Pollstar*’s top female country touring artist for her headlining tours in 2008, 2010, and 2012. Her first four studio albums, *Some Hearts*, *Carnival Ride*, *Play On*, and *Blown Away* – each certified multi-Platinum or Platinum, and each an American Music Awards winner as Country Album of the Year – tallied an incredible 38 weeks at #1 on *Billboard*’s Top Country Albums chart. In 2013, Underwood starred as Maria von Trapp in NBC’s three-hour holiday blockbuster, the Emmy®-winning *The Sound of Music Live!*, whose airings attracted 44 million viewers. In December of 2014, the Grand Ole Opry member released her first hits collection, *Greatest Hits: Decade #1*. *Billboard*’s best-selling hits album of 2015, the chart-topping package was certified Platinum in January of 2016, making Underwood the only country artist – and one of only six all-genre artists – to launch an album to Platinum success since the time of its release in December of 2014. Celebrating her first 10 years of music, the collection’s 25 songs included two new #1 hits co-written by Underwood: the Platinum-certified, GRAMMY-winning “Something in the Water,” as well as the Gold-certified “Little Toy Guns.” In 2015, she began her third season as the voice of primetime television’s #1 program, *Sunday Night Football*, and returned for an eighth consecutive year as co-host of the CMA Awards. Underwood is at radio now with “Heartbeat,” which follows the #1 success of “Smoke Break,” both from her chart-topping, Gold-certified fifth studio album, *Storyteller*, released October 23, 2015.

**About AEG Live:** AEG Live, the live-entertainment division of Los Angeles-based AEG, is dedicated to all aspects of live contemporary music performance. AEG Live is comprised of touring, festival and special event divisions, seventeen regional offices and owns, operates or exclusively books thirty-five state-of-the-art venues. The current and recent concert tour roster includes artists such as Alicia Keys, Bruno Mars, Bon Jovi, Carrie Underwood, Cher, Ed Sheeran, Enrique Iglesias, George Strait, Hunter Hayes, J Cole, Jennifer Lopez, Justin Bieber, Kanye West, Katy Perry, Kenny Chesney, Leonard Cohen, Paul McCartney, Pitbull, Rod Stewart, The Rolling Stones, Taylor Swift, The WHO, Trey Songz and Juanes. The company operates The Colosseum at Caesars Palace in Las Vegas and produces residency shows there including Celine Dion, Jerry Seinfeld, Rod Stewart, Mariah Carey and Reba, Brooks & Dunn (opening June 17); is the exclusive promoter at The Joint at Hard Rock Hotel & Casino Las Vegas; and produces limited-engagement performances at The Venetian Theatre including Diana Ross in April. AEG Live is also the largest producer of music festivals in North America from the critically acclaimed Coachella Valley Music & Arts Festival to Stagecoach Country Music Festival and New Orleans Jazz & Heritage Festival. [www.aeglive.com](http://www.aeglive.com)

[www.carrieunderwoodofficial.com](http://www.carrieunderwoodofficial.com) [www.carrieunderwood.fm](http://www.carrieunderwood.fm)

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**photo credits:**

Carrie in red dress playing harmonica- Jeff Johnson

Wide shot of stage- Jeff Johnson

Carrie on Piano- Steve Jennings

Vertical shot of Carrie on stage-Steve Jennings

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