

## **FOR IMMEDIATE RELEASE**

### **IMC OPENING NIGHT CELEBRATION: 18 BUILDINGS. 1 COMPANY. 1 BIG PARTY WITH THE B-52s**

#### **International Market Centers Hosts Opening Night Party at High Point Market**

**HIGH POINT, N.C.** (September 20, 2011) – On Saturday, Oct. 22, International Market Centers (IMC) will make its debut at the High Point Market with “IMC Opening Night,” a concert and celebration co-sponsored by the High Point Market Authority. IMC will present **The B-52s**, the World’s Greatest Party Band. From the timeless gems of "Rock Lobster," "Planet Claire" and "Private Idaho" to the more recent classics “Channel Z,” "Love Shack" and "Roam", the B-52s’ unforgettable dance-rock tunes will kick-start Market with a high-energy party.

Doors open for the concert at 7pm at Center Stage, next to the Transportation Terminal and the celebration runs until 9:30 PM. All market participants are invited to enjoy an evening of music, dancing, food, and drinks under the stars.

“We really wanted to share our excitement and enthusiasm for being part of the High Point Market with everyone,” said Bob Maricich, CEO of International Market Centers. “What better way than to throw a huge celebration with one of the best party bands of all time.”

IMC will also sponsor the official High Point Market Kick-off Party on Friday, October 21 at Center Stage next to the Transportation Terminal. The event runs from 5:30 – 7:30 pm and is sponsored by Shelba D. Johnson Trucking, Ashley, *Furniture Today* and *Home Accents Today*. All market participants are invited to enjoy complimentary food, drinks and live entertainment under the stars.

“This event, the night before opening day of market, is an opportunity for us to host all of the exhibitors, sales reps, and other market staff who have been working diligently getting ready for opening day of market, as well as the buyers who are already in town,” said Maricich. “The expectation is for a robust market with an incredible assortment of new product introductions.”

October High Point Market runs from October 22-27, 2011.

#### **About The B-52s**

Formed on an October night in 1976 following drinks at an Athens, GA, Chinese restaurant, The B-52s played their first gig at a friend’s house on Valentine’s Day 1977. Naming themselves after Southern slang for exaggerated 'bouffant' hairdos, the newly christened B-52s (Fred Schneider, Kate Pierson, Keith Strickland, Cindy Wilson and Ricky Wilson) began weekend road trips to New York City for gigs at CBGB’s and a handful of other venues. Before long, their thrift store aesthetic and genre-defying songs were the talk of the post-punk underground. A record deal soon followed and their self-titled debut disc, produced by Chris Blackwell, sold more than 500,000 copies on the strength of their first singles, the garage rock party classic "Rock Lobster," and "52 Girls." The B-52s began to attract fans far beyond the punk clubs of the Lower East Side

— galvanizing the pop world with their 'stream-of-consciousness' approach to songwriting and outrageous performance. They had clearly tapped into a growing audience for new music that was much larger than anyone could have anticipated.

Thirty years and over twenty million albums later, there can be no doubt as to why The B-52s remain among the most beloved rock stars ever. Any mystery concerning the longevity and ongoing appeal of the band is immediately solved when exposed to a unique B-52s concert experience featuring Fred Schneider, Kate Pierson, Keith Strickland, and Cindy Wilson.

**About International Market Centers, L.P.**

International Market Centers, L.P. (IMC) is the world's largest operator of premier showroom space for the furnishings, home décor and gift industries. The company owns and operates 11.5 million square feet of world-class exhibition space in High Point, N.C. and Las Vegas. IMC's mission is to build and operate an innovative, sustainable, profitable and scalable platform for the furnishings, home décor and gift industries. For more information on IMC, visit [imcenters.com](http://imcenters.com).

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