



**NEWS RELEASE**

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## **Township lends support to #RedAlertRESTART campaign**

THE WOODLANDS, TEXAS (September 2, 2020) – The Woodlands Township joined in partnership with the Howard Hughes Corporation to participate in the nationwide Red Alert Day, led locally by The Cynthia Woods Mitchell Pavilion.

The initiative called for venues and business all over the United States to light their buildings and facilities red on September 1, 2020, in solidarity to raise awareness to the event industry's businesses, service providers, venues and production personnel during the pandemic-imposed lockdown.

The Cynthia Woods Mitchell Pavilion was looking to have a record season this year before the pandemic hit. The Pavilion draws nearly 1/2 million visitors and residents every year with its performing arts programming, including the summer home of the Houston Symphony.

“The entertainment industry has been devastated by this pandemic, and not just nationally but to our local community as well,” says Township Chairman Gordy Bunch. “With one of the top outdoor amphitheatres in the world (The Pavilion), this activity raises awareness how important entertainment is for those individuals employed by the industry and our residents and visitors who enjoy live entertainment. We are hopeful for the day to reunite for live shows and larger festivals.”

The Woodlands Township has launched its live events with Rock the Row at Hughes landing in July and August and Waterway Nights at Waterway Square occurring every Thursday.

It is estimated that 96 percent or as many as 12 million people in the live events industry are currently unemployed, furloughed or have lost up to 90 percent of their income since March due to COVID-19. The Red Alert movement advocates for extending Pandemic Unemployment Assistance to provide relief to those without work since March 2020.



*The Woodlands Township, The Howard Hughes Corporation and The Cynthia Woods Mitchell Pavilion turned the lights red on local entertainment venues to show support of the live entertainment industry.*