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News Release

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McGinty Begins New Role as Sweetland Amphitheatre General Manager

LaGrange, Ga. April 13, 2021 – Sweetland Amphitheatre General Manager Katie McGinty is already preparing to bring music and events back to the downtown LaGrange venue.



Sweetland Amphitheatre General Manager Katie McGinty

McGinty accepted the position in March and began working on plans immediately. “I am so excited music is coming back to our stages! The music industry has suffered so much during the past year, and we’re

finally beginning to see the light at the end of the tunnel. For as far back as I can remember, music has been a life force, ever-present and indispensable. I've had the opportunity to work with some amazing artists, producers, engineers, A&R departments, and so many more, and it's been an absolute dream. Everything about music, from its creation to its consumption, brings so much happiness to my life."

McGinty has a passion for the music industry and has worked in various capacities on the local level as well as with major and indie labels. She has a background in marketing, business management and customer service. She and her husband live in LaGrange and own and operate Southern Rehab and Sports Medicine.

"We are excited to have Katie join the Sweetland team. Her strong work ethic and love for the music industry will be an asset as we put Sweetland Amphitheatre back into operation after this difficult year," said LaGrange Assistant City Manager Bill Bulloch. "We are preparing for an expanded concert season which will run from summer to October 2021."

In her role as Sweetland General Manager, McGinty will help develop, coordinate, direct and implement a comprehensive strategy to ensure Sweetland Amphitheatre is one of the most highly regarded music venues in the region.

"I've been an avid fan of Sweetland since its beginning and have had some amazing times under those lights. I look forward to seeing Sweetland re-open into a world that's been longing for music's return, along with the return of community and commonality this special venue brings to us all." McGinty said.

McGinty has lived in LaGrange for many years. She and her husband, Josh, have three children. McGinty began her new role April 6th.

More on Sweetland Amphitheatre: Where tall pines sway to the rhythm of a southern breeze, sits the South's sweetest stage in the heart of downtown LaGrange, Georgia. Opened in Spring 2016, the 2,500 seat Sweetland Amphitheatre at Boyd Park provides an intimate outdoor venue for star-studded performances and community events, all within walking distance of restaurants and shops and near local hotels and attractions. Music legends from Willie Nelson to Gladys Knight have performed at Sweetland, which is carefully carved into the existing hillside, creating a tiered bowl. With stadium, table and lawn seating, Sweetland has plenty of seating options for spectators.

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