



# Red Carpets Roll into Troy

Official TroyAlive.com Launch Party

## The History

In June of 2003, the Capital Region's first event-marketing website was born. As an early adopter of web technologies and social media, AlbanyAlive.com quickly became a name brand within the social scene. What was the secret to success? A simple equation: free event photos + the Internet + social media.

## Behind the Concept

Events have always focused their dollars and attention toward who is on stage, or who is speaking, rather than who is in the audience. While this system has worked successfully in the past, the future is proving audience experience matters more—something Alive Entertainment has invested in for years.

"Put the audience in the spotlight and a loyal fan base will emerge that grows and supports your every move. Forget about the audience and before long there won't be an event," explains Alive Entertainment Co-Owner, Stephen Calhoun.

## Enter TroyAlive.com

On June 1st, 2011 Alive Entertainment announced that it had chosen Troy, NY as the location of its first expansion. The official launch party was held at Revolution Hall. "The City of Troy is continuing to define itself as an exciting place and we want to aid in the city's growth in every way that we can," stated Alive Entertainment's Co-Owner and President, Edward Baker. TroyAlive.com will provide benefits similar to its sister website, AlbanyAlive.com, thus providing a new media outlet for the city, local business owners, venues, foundations, and charities to advertise and promote their events, free of charge. According to Baker, TroyAlive.com will be linked and cross-promoted with AlbanyAlive.com, bringing new clientele to Troy and generating new business for local venues.

Troy Mayor Harry Tutunjian welcomed TroyAlive as the city's newest business. "I'm pleased Alive Entertainment selected Troy as its first expansion site and look forward to watching



TroyAlive.com supplement the work we do to promote Troy as a great place to visit," Tutunjian said.

## About Alive Entertainment

"Where YOU are the main event!™"

Alive Entertainment utilizes experiential marketing and the Internet to connect brands with consumers in the NY Capital Region. In addition to event marketing services, Alive Entertainment offers graphic design, large format print media and signage, uniquely designed event entrances, and true Hollywood Red Carpet experiences.



[www.AliveEntertainment.biz](http://www.AliveEntertainment.biz)  
518-533-5331



Friends & fans show their support on the red carpet at the official TroyAlive.com launch party held at Revolution Hall in Troy, NY.



Vito Ciccarelli, Special Events Coordinator for the City of Troy, Co-stopped in to show his support.



Co-Owners of Alive Entertainment: Stephen Calhoun & Edward Baker