



Media Release

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Sweetland Amphitheatre Launches Sweetland Verified Program to Address Unscrupulous Third-Party Ticket Resellers

Program Focuses on Giving Local Patrons First Access to Tickets and Announcements

LaGrange, Ga. February 14, 2024 – Sweetland Amphitheatre is launching a new program that will address protecting local patrons from unscrupulous third-party ticket resellers. “Sweetland Verified” is a program that will focus greater emphasis on ticket availability for LaGrange and Troup County residents as well as those who desire a more traditional purchase option.



Sweetland Amphitheatre

To become “Sweetland Verified” simply go to Visit LaGrange, 206 Ridley Avenue, and sign up in person. Give your legal name, email address, and zip code and you are verified. By enrolling in person, patrons will be given first access to concert announcements and tickets to Sweetland concerts, seasonal discounts, and exclusive Sweetland merchandise.

“We created Sweetland Verified to address the plague of secondary ticket sellers who buy Sweetland tickets with no intention of attending our shows and deceptively market tickets to our patrons at predatory prices. Requiring enrollment in person versus online allows Sweetland to identify real customers and block those unscrupulous ticket sellers from our tickets,” said Sweetland Amphitheatre General Manager Brent Gibbs. “It was heartbreaking to hear from many of our local patrons who thought they bought tickets to one of our shows and had no idea they bought tickets from unscrupulous ticket sellers who charged painfully inflated prices.”

Once enrolled Sweetland Verified patrons will be given first access to events before the general public via email. They will be given a specific single-use access code to buy their tickets. Enrolling in Sweetland Verified is completely free and the information collected will never be shared or sold. Sweetland staff also plan to host regular box office hours offering printed tickets.

Sweetland plans to announce its 2024 Concert Lineup on Monday, February 26th. Sweetland Verified participants will be able to purchase tickets from March 1st to March 7th online or in person at the Sweetland Box Office BEFORE tickets are available online to the masses.

More about Sweetland Amphitheatre: Sweetland Amphitheatre at Boyd Park is an intimate outdoor venue nestled in the heart of downtown LaGrange, Georgia.

The 2,500-seat venue opened in 2016 and hosts star-studded performances and community events. 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.

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To keep up with the latest news involving Sweetland Amphitheatre, sign up for our eNewsletter at sweetlandamp.com or follow us on [Facebook](#) or [Instagram](#).

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