



FOR IMMEDIATE RELEASE

November 10, 2010

Select Artists Produces Buffalo Bills - Toronto Series Halftime Show

SCOTTSDALE, AZ – The Buffalo Bills and the NFL called - on Select Artists Associates to produce the special Halftime musical entertainment for the Buffalo Bills vs. the Chicago Bears game at the Rogers Centre in Toronto, Canada.

Rock band, **Hinder** performed two of their hits, *Lips of an Angel* and *All-American Nightmare* during the 12-minute Halftime.

The game, attended by 50,746 fans was the Bills 3rd regular season game at Rogers Centre, part of a five year Bills – Toronto Series, which includes three more games (including one pre-season) over the next two years.

SAA's patented field friendly, roll - on stage & audio system worked flawlessly for the time-sensitive Halftime production which included pyrotechnics and choreographed dance routine to the *Hinder* tunes by the Bills Cheerleaders, *The Jills*.

Select Artists Associates is a national sports & entertainment production company, headquartered in Scottsdale, AZ., with an East Coast office in Tampa, FL.

Photos attached:

1. Hinder and the Jills at Bills-Toronto Series Game on November 7, 2010.
2. Hinder and the Jills during *Lips of an Angel* performance

Photo Credit: Joe Castor, Select Artists Associates

For more information contact Joe Castor at 480.994.0471 or joe@selectartists.com. Also visit www.selectartists.com

