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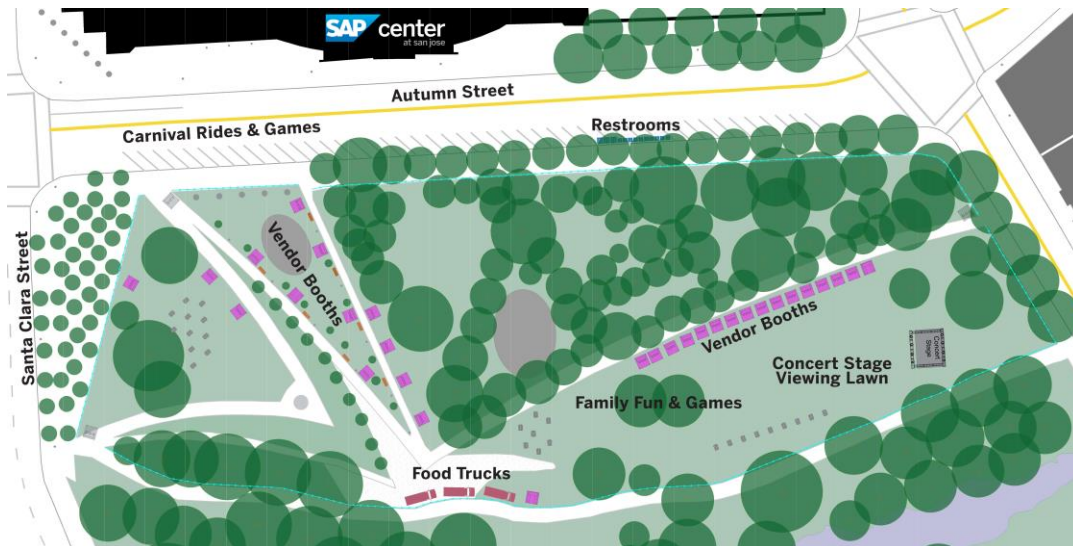
MEDIA CONTACT: Jim Sparaco ([@JimSparaco](#))  
SAP Center at San Jose  
(408) 999-5792  
[jsparaco@sjsharks.com](mailto:jsparaco@sjsharks.com)

## SNOOP DOGG & ICE CUBE, MALUMA TO HEADLINE 3-DAY MUSIC FESTIVAL AT SAP CENTER AT SAN JOSE

SAP CENTER 25 FESTIVAL WEEKEND TO TAKE PLACE SEPTEMBER 13-15, 2019;  
INCLUDES LIVE MUSIC PERFORMANCES INSIDE AND OUTSIDE THE VENUE, FOOD AND BEVERAGE,  
CRAFT AREAS, GAMES, RIDES, AND MORE

SAN JOSE, Calif (March 14, 2019) -- [SAP Center at San Jose \(@SAPCenter\)](#), the [top-ranked arena](#) in the Bay Area, will host a three-day music festival September 13-15 to mark the culmination of a year-long celebration of 25 years of SAP Center memories. The SAP Center 25 Festival Weekend includes three days of live music performances featuring local artists on an outdoor stage in [Arena Green](#) followed by headline concerts inside the SAP Center. Each day is focused on a specific genre of music: rock 'n roll on Friday, hip hop on Saturday, and Latin music on Sunday.

The outdoor festival takes place [in the park directly across Autumn Street from SAP Center](#) from 2- 7 p.m. each day and is FREE to all attendees. The festival will include sponsor booths, craft booths by local artisans, interactive games and rides, and a variety of food and beverage options available for purchase.



Two of the three headline acts have been announced: Kings of the West brought to you by Uncle Snoop's Army (Snoop Dogg, Ice Cube, The Game, Nipsey Hussle, and The Psycho Realm) will play on Saturday, September 14 and Colombian reggaeton singing sensation Maluma on Sunday, September 15. The third headline act, scheduled to perform on Friday, September 13, has not yet been announced at the artist's request.

Tickets to the **Maluma** performance will go on-sale on Friday, March 15 at 10 a.m. Tickets to the **Kings of the West** concert will go on-sale on Friday, March 22 at 10 a.m. The on-sale date for the third performance scheduled for Friday, September 13 will be announced soon. All tickets will be available for purchase at the ThreatMetrix Ticket Office located at SAP Center as well as online at [www.ticketmaster.com](http://www.ticketmaster.com).

SAP Center opened its doors on September 7, 1993 when the Ringling Brothers & Barnum and Bailey Circus performed the first event in the brand new, state-of-the-art facility. Since that time, the venue has hosted the biggest names in the entertainment industry including Katy Perry, Paul McCartney, Adele, The Rolling Stones, Bruce Springsteen, Barbra Streisand, Bob Dylan, Beyoncé, Elton John, Garth Brooks, Jay-Z, The Three Tenors (Placido Domingo, Luciano Pavarotti and Jose Carreras), Madonna, Lady Gaga, Prince, Los Tigres Del Norte, Marc Anthony, The Eagles and U2.

SAP Center has also hosted many world-class, championship sporting events including: the 2016 Stanley Cup Final; two NHL All-Star Games (1997 & 2019); two Olympic Trials for USA Gymnastics (2012 & 2016); five NCAA Men's Division I Basketball Western Regional Finals (1997, 2002, 2007, 2017, 2019); the Pac-10 Women's Basketball Tournament (2003-07); 1999 NCAA Division I Women's Final Four; and three U.S. Figure Skating Championships (1996, 2012, & 2018).

SAP Center continues to be recognized as the biggest success story in the ongoing revitalization of downtown San Jose. [Over the last ten years, SAP Center's economic impact on the City of San Jose has been almost \\$4 Billion.](#) With its distinguishing 10-story glass pyramid entry and unique stainless steel façade, the facility has provided a distinct identity for the City of San Jose for 25 years. Located in the heart of Silicon Valley, SAP Center is an exemplification of the architectural excellence and technological innovation that defines the area.

### **About SAP Center at San Jose**

Located in the heart of Silicon Valley, [SAP Center at San Jose](#) is the premier sports and entertainment venue in Northern California. Each year, SAP Center hosts approximately 175 events featuring professional and amateur athletes, Olympic athletes, Grammy award-winners, international recording artists, and a variety of performers who appeal to children and families alike. SAP Center at San Jose is home to the [San Jose Sharks \(@SanJoseSharks\)](#) of the [National Hockey League](#) as well as the [San Jose Barracuda \(@SJBarracuda\)](#) of the [American Hockey League](#). Over the last ten years, [SAP Center's economic impact on the City of San Jose has been almost \\$4 Billion.](#) For more information about SAP Center at San Jose and for a list of upcoming events, visit the SAP Center home page at [www.sapcenter.com](http://www.sapcenter.com).

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