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THE HIGHLINE BALLROOM OPENS APRIL 30th WITH A SPECIAL PERFORMANCE BY LOU REED

Jonatha Brooke, moe., Amy Winehouse, Mos Def, Spank Rock, Talib Kweli, Meshell Ndegeocello, Disco Biscuits and Many Others Confirmed to Perform at the New State-of-The-Art Performance Space

New York, NY – March 28, 2007 – The HighLine Ballroom, a new performance space inspired by the High Line Park, located in the meat packing district on 16th Street (between 9th & 10th Aves), will open April 30th with a special performance by Lou Reed featuring Mike Rathke on guitar and Jane Scarpantoni on cello. Dedicated to bringing music fans intimate performances by a diverse group of artists, the HighLine Ballroom will feature performances by Mos Def, Amy Winehouse, Jonatha Brooke, Spank Rock, Meshell Ndegeocello, Talib Kweli, moe., and Disco Biscuits during its opening month.

Lou Reed's work transcends time – profoundly influencing both the music community and New York City. Reed recently performed his ground-breaking song cycle *Berlin* live for the first time, as part Arts at St. Ann's. *Berlin*, released in 1973, is a dark concept album that has become an influential masterwork and a landmark in a body of work that places Reed at a level of rock & roll artistry where few others dwell.

Inspired by the High Line Park, the HighLine Ballroom features a minimal industrial décor providing open sightlines of the stage from every area within the club. Outfitted with a state-of-the-art PA, digital sound boards, superb lighting and the largest stage in the city for a club of comparable size, the 700 capacity venue will cater to bands of all levels, presenting the best in cutting edge and eclectic music.

"We have a longstanding commitment to the New York live music scene and are thrilled to be opening a performance space of this kind - one that is so closely tied to both the New York music community and the local community as well," says Steven Bensusan, owner of the HighLine Ballroom in addition to the Blue Note Jazz Club and B.B. King Blues Club. "We are proud to have been operating as an independent promoter in New York for over 25 years and are looking forward to the club launch and presenting more great music."

In addition to bringing the New York music scene to a new level, The HighLine Ballroom will contribute to the local neighborhood, donating \$.25 from every ticket sold to Friends of the High Line, the non-profit organization dedicated to the preservation and reuse of the High Line elevated rail structure.

A limited number of tickets will be sold to the public for the HighLine Ballroom opening night performance by Lou Reed and will cost \$85.

The HighLine Ballroom will buy all talent in-house. Each show will be presented in association with AEG Live. For more details on upcoming performances and tickets, please visit www.highlineballroom.com.

For more information on the HighLine Ballroom, please contact:

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