



MARCH 6-12, 2017
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TOBY KEITH TO HEADLINE VALSPAR LIVE! ON SATURDAY, MARCH 11

Superstar singer-songwriter, Toby Keith, will perform in the third Valspar LIVE! event at the 2017 Valspar Championship presented by BB&T. His concert, on the Osprey Driving Range adjacent to the Copperhead Course at Innisbrook Resort, will be after the conclusion of play on Saturday, March 11 at approximately 6:30 p.m. and is free of charge to all Saturday tournament patrons.

Keith follows on the heels of The Band Perry (2015) and Rascal Flatts (2016) as feature acts for tournament patrons. Tickets to the 2017 Valspar Championship will go on sale on November 1 at ValsparChampionship.com. Advance purchase of discounted Select-A-Day tickets will ensure patrons entrance on a day that could be the first sellout in tournament history.

In June 2015, Toby was inducted into the Songwriters Hall Of Fame in New York City, and he has been honored by the Nashville Songwriters Association International with its Songwriter/Artist of the Decade distinction, is a three-time BMI Country Songwriter/Artist of the Year and was named the American Country Awards' Artist of the Decade. His albums have sold more than 40 million copies, ranking him among the top-selling all-genre artists on Billboard's Top 200 Artists of the Decade.

Keith is also Billboard's No. 1 Country Artist of the Decade and No. 1 Country Songwriter of the Decade. His tours have drawn more than one million fans each year for the last decade. This year's tour kicked off in May with dates scheduled throughout North America.

But Toby's most rewarding experiences, as exhibited in his continual devotion to them, come from giving back. Whether it's helping sick children and their families in his native Oklahoma through the Toby Keith Foundation and their cost-free home, OK Kids Korral, or supporting US Troops including 11 USO Tours throughout the world, Keith has never lost touch with the most important things in life.

From his first No. 1 smash "Should've Been A Cowboy" to his latest album 35 mph Town, Toby Keith has been one of the most consistent self-directed hit makers of his era. From one of his previous collections, Clancy's Tavern, the lead single, "Made In America," topped the charts as one of the fastest rising songs in a long line of chart burners from Keith's pen. The second hit, "Red Solo Cup," has become the most remarkable and commercially successful country single in recent memory with a viral video with more than 30 million views while having topped the top downloaded country songs charts.

At the core of Toby's unparalleled success is his songwriting, which has powered an astounding succession of hit songs to the tune of more than 87 million BMI performances on commercial radio stations worldwide.

The Valspar LIVE! concert is produced by the Valspar Championship in conjunction with Ruth Eckerd Hall On The Road. The primary promotional partner of the concert is iHeartMedia Tampa Bay's US 103.5.

The 2017 Valspar Championship presented by BB&T, Tampa Bay's PGA TOUR event, will be held March 6-12 on the Copperhead Course at Innisbrook, a Salamander Golf & Spa Resort, in Palm Harbor, Florida. Charl Schwartzel is the defending champion of the tournament which is part of the annual FedExCup competition. The tournament will be nationally televised by NBC Sports and Golf Channel.

Ruth Eckerd Hall, Inc., a 501(c)(3) nonprofit organization, owned by the City of Clearwater, manages and operates 2,200-seat Ruth Eckerd Hall, the 200-seat Murray Theatre, the Marcia P. Hoffman School of the Arts, the 750-seat Capitol Theatre and Ruth Eckerd Hall On The Road. Our mission is: Changing lives through the performing arts.

Ruth Eckerd Hall On The Road books and produces a number of off-site events including Friends of Music Member Appreciation Concerts, Blast Friday, the Tampa Bay Rays Summer Concert Series, the Clearwater Jazz Holiday and events in other partner venues including The Palladium, the Tampa Theatre and the Amalie Arena. In 2016, industry trade publication Pollstar named Ruth Eckerd Hall On The Road #34 in the world and #19 in the United States of concert promoters.

iHeartMedia Tampa Bay owns and operates WFUS-FM and is part of iHeartMedia. With 245 million monthly listeners in the U.S., 87 million monthly digital uniques, over 75 million social followers and 196 million monthly consumers of its Total Traffic and Weather Network, iHeartMedia has the largest reach of any radio or television outlet in America. It serves over 150 markets through 858 owned radio stations, and the company's radio stations and content can be heard on AM/FM, HD digital radio, satellite radio, on the Internet at iHeartRadio.com and on the company's radio station websites, on the iHeartRadio mobile app, in enhanced auto dashes, on tablets and smartphones, and on gaming consoles. iHeartRadio, iHeartMedia's digital radio platform, is the No. 1 all-in-one digital audio service with over 700 million downloads; it reached its first 20 million registered users faster than any digital service in Internet history and reached 70 million users faster than any other radio or digital music service and even faster than Facebook. The company's operations include radio broadcasting, online, mobile, digital and social media, live concerts and events, syndication, music research services and independent media representation. iHeartMedia is a division of iHeartMedia, Inc. (OTCBB: IHRT). Visit iHeartMedia.com for more company information.

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