

McCartney tickets won't go for half price

By AMY SMITH Staff Reporter

Paul McCartney fans hoping for half-price tickets for this Saturday's concert in Halifax are going to be out of luck, says the promoter.

There were a number of deals offering two tickets for the price of one in the final days before last month's Bon Jovi concert at Magnetic Hill in Moncton, which attracted about 33,000 fans. And before last weekend's Virgin Festival in Halifax became a free event, promoters said those who had bought a ticket could bring a friend for free. About 10,000 showed up for that event.

But Greg Cox of Power Promotional Events said Monday there were no deals in the works to buy one ticket and get one free for this concert. (His firm was not involved in either the Bon Jovi concert or Virgin Festival.)

"I am not aware of anything (like that)," he said in an interview Monday.

He said Coke Zero is offering two adult tickets, two tickets for children under 12 and some Coke promotional product for \$250, plus service charges.

The promoter said there are plenty of reasons to catch the show — Sir Paul's only Canadian performance this year.

"Paul McCartney at 67 is not likely going to make it back to Halifax again," Mr. Cox said.

"There's too many other places in the world that he's never played that he would like to play. He wanted to play here because of the tall ships. And the chance to see somebody do Yesterday or Let it Be in your hometown — we all know, whether you liked the Beatles or not, how influential their music was. Everything else pales in comparison."

He said the interviews Mr. McCartney has done with local media have added to people's enthusiasm for the concert.

"The reality is that when he starts talking about good old Halifax, people are going, 'Man, this is really going to happen,' " Mr. Cox said.

He said while the Halifax Commons can hold 110,000, not even Pope John Paul II drew that big a crowd when he visited in 1984. Mr. Cox, who wouldn't reveal how many tickets have been sold so far, said "the magic number" they are hoping for on Saturday is 60,000.

"We're happy," he said. "No one's pulling their hair out."

He said there is something in the works — not an additional opening act — that will make the concert "much more memorable," although he was keeping it to himself Monday afternoon. Wintersleep and Joel Plaskett are already lined up for the stage, prior to Sir Paul.

Darlene Grant Fiander, president of the Tourism Industry Association of Nova Scotia, is expecting the concert will pump millions into the economy, and not just in metro Halifax.

She said some of the resorts outside of the city have sold packages that include McCartney tickets and transportation to the concert. Ms. Grant Fiander said one of those businesses is 2 1/2 hours outside of Halifax.

As well, she said Iceland Air was offering packages that included the flight to Halifax and concert tickets and they have sold out.

"I think an event of this magnitude is great for the province, really great," she said.

And the following weekend, Kiss will perform on the Commons. Mr. Cox said they are "extremely pleased" in the lead-up for that event on July 18.

Chicken Foot, Our Lady Peace, Finger Eleven and Sloan will all play on Citadel Hill on Aug. 2 for Canadian Forces Halifax Rock Fest 2009. Over in Moncton, AC/DC will play Magnetic Hill on Aug. 6.

(asmith@herald.ca)

CLOSE WINDOW

© 2008 The Halifax Herald Limited