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**THE LONG-AWAITED IRVING MUSIC FACTORY BREAKS GROUND
THIS SATURDAY IN LAS COLINAS**

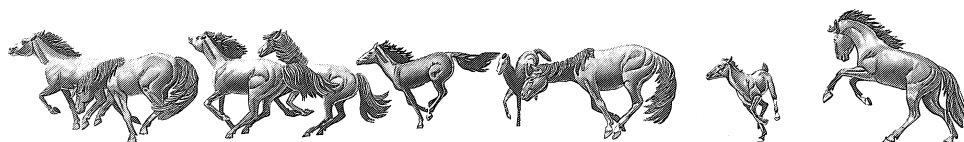
IRVING, Texas (Aug. 27, 2014)... North Carolina-based [ARK Group](#) has announced it will host a groundbreaking ceremony for the [Music Factory](#) Entertainment Center at **7 p.m.** on **Saturday, Aug. 30**, in [Irving, Texas](#).

The ceremony will take place on the future site of the project, located in the Las Colinas Urban Center at [300-380 West Las Colinas Blvd.](#), next to the [Irving Convention Center at Las Colinas](#) (ICCLC). The event is free and open to the public.

"We are very excited to bring this amazing project out of the ground and give the residents and visitors of Irving the world class entertainment center that they have long desired," said Noah Lazes, president of the ARK Group.

The celebration will be family-friendly and features food trucks; beverage vendors, including local craft beers from [Community Beer Company](#); Live snake handlers; temple-themed bounce houses for the kids; live music performance by an all-star band featuring members from *Dashboard Confessional* and *The Apples in Stereo*; and a free [Alamo Rolling Roadshow](#) of "Raiders of the Lost Ark" following the ceremony.

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The first 1,000 guests to arrive on Saturday will receive a free commemorative Music Factory hard hat.

Located between State Highway 114 and Las Colinas Boulevard near the ICCLC, the Irving Music Factory is expected to be a regional destination for music, food and fun.

[Balfour Azteca](#) will be the construction manager with [Gensler](#) supervising the design and architecture. The project is expected to employ more than 1,000 workers.

“This is an equally exciting and important next step for Irving as we continue strengthening our destination development vision – adding an entertainment district to our visitor offerings has always been a part of the plan, and has clearly remained a high priority for us, said [Irving Convention and Visitors Bureau](#) Executive Director, Maura Allen Gast.

“The Music Factory will generate enhanced interest and expand Irving’s offerings as an entertainment hub and valuable visitor destination, and I am thrilled to see this moving forward.”

The \$165 million, [entertainment-anchored development](#) is slated to include 300,000 square feet of retail and restaurants; a 100,000 square-foot concert hall and amphitheater with 8,000 seats; an outdoor event plaza; and 100,000 square feet of office space.

Conveniently located within walking distance of the ICCLC, visitors to the district will also have prime access to Dallas Area Rapid Transit’s ([DART](#)) [Orange Line](#) and the [Las Colinas Area](#) Personal Transport (APT) people mover system.

ABOUT ARK GROUP

The ARK Group is a multifaceted conglomerate of companies that focuses on mixed-use developments that often include an element of public entertainment. The ARK Group’s family of companies is structured to compliment, support and facilitate the projects of each individual company within the conglomerate. Innovative marketing and promotional concepts, sound fiscal management, and an exacting eye for details have been the cornerstones of ARK Group’s continued success. Visit [arkgroupus.com](#) to learn more.

ABOUT IRVING, TEXAS

Located immediately adjacent to [Dallas/Fort Worth International Airport](#) and between Dallas and Fort Worth, Irving, Texas, boasts more than 75 hotels and nearly 12,000 rooms. Las Colinas, a 12,000-acre master-planned community within the city of Irving, is known worldwide for its quality and uniqueness. The city is home to 10,000+ companies, 50 Fortune 500 companies, and the world headquarters of five Fortune 500 companies. Visit [irvingtexas.com](#) or connect with the Irving Convention and Visitors Bureau on [Facebook](#), [Twitter](#) and [Instagram](#) for latest news, upcoming events and more information.

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