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Henrico Sports & Events Center to Host First Brewery Event

Partnering with Center of the Universe Brewing Company for JMU Football Watch Party

GLEN ALLEN, VA - The Henrico Sports & Events Center (HSEC) announced plans today to host a series of events designed to showcase the facility as a local gathering place. The first in the series will be a Meet the Brewer event on Thursday, October 10, 2024, featuring select Center of the Universe (COTU) seasonal and traditional brews, as well as Founder and Master Brewer, Chris Ray, who will be on hand to answer questions and share some brewing insights from 6:00PM – 7:30PM.

Founded in Ashland, Virginia by brothers Chris and Phil Ray, Center of the Universe Brewing Company remains true to its humble, hometown beginnings, while continuing to brew award-winning ales in all styles. They have received numerous Virginia Craft Brewers Guild, Can Can Silver, and World Beer Cup awards in recent years.

"We are excited to partner with the Henrico Sports and Events Center for their inaugural brewer event," said Center of the Universe Brewing Company Co-Founder, Chris Ray. "It is great having such an impressive complex just a few miles from the brewery, and we are thrilled to be a part of this new addition to the community!"

At 7:30PM, the focus will shift to a Watch Party for the James Madison University (JMU) vs Coastal Carolina football game, which is the featured ESPN Thursday Night College Football game of the week.

While the HSEC has proven to be an enormously successful sports and events venue, hosting local, regional, and national events and programs, and winning numerous industry awards and accolades, it is also a great spot for live sports broadcasts, social gatherings, business meetings, and more.

“The Henrico Sports & Events Center is more than just an events venue,” said General Manager, Will Berryman. “It is a local asset and destination where the community can come and enjoy, not just sports and events, but great food and drink with friends and colleagues.”

Entry to the event is free and open to the public with the entire evening taking place in the venue’s courtside bar, located just inside the main entrance and adjacent to the facility’s lobby, with ample seating and six TV screens showing the game. Beer and wine will be available from the bar and the kitchen will be serving a special tailgate-inspired menu, with burgers, wings, nachos and other special items. Guests will enjoy happy hour specials, COTU samples, door prizes, and giveaways.

For more information visit HenricoCenter.com.

About the Henrico Sports & Events Center

The Henrico Sports & Events Center is a 185,000-square-foot venue located just outside Richmond, Virginia. The venue features an adaptable event space of more than 115,000 square feet with room for up to 12 regulation basketball courts or 24 volleyball courts and a 3,500+ seat arena with stadium seating. The center also includes a mezzanine level with viewing areas, multiple entrances and exits, meeting and changing rooms, bar/restaurant and concession areas and a broadcast room, among other amenities. From tournaments to concerts to conventions, this state-of-the-art complex is the ideal venue to take any event to the next level. For more information, please visit Henrico Sports & Events Center.

About ASM Global

ASM Global is the world’s leading producer of entertainment experiences. It is the global leader in venue and event strategy and management—delivering locally tailored solutions and cutting-edge technologies to achieve maximum results for venue owners. The company’s elite venue network spans five continents, with a portfolio of more than 350 of the world’s most prestigious arenas, stadiums, convention, and exhibition centers, and performing arts venues. Follow us on Facebook, Instagram, LinkedIn and Twitter. asmglobal.com

Henrico Sports and Entertainment Authority

The Henrico Sports & Entertainment Authority is responsible for the county’s sports tourism program which brings in over \$70M in economic impact annually as well as the management of Henrico’s public/private investments. This includes the new 185,000-square-foot Henrico Sports & Events Center and the future 17,000-seat arena at the GreenCity site. Other public/private facilities that fall under the Authority are Belmont Golf Course and the Frank J. Thornton YMCA Aquatic Center.