



For Immediate Release

PACIOLAN TO POWER NEW TICKETING SERVICE OFFERED BY THE CITY OF BATHURST
One of New Brunswick’s leading multi-purpose facilities and home to the 2018 Memorial Cup Champions
Acadie-Bathurst Titan, launches provincial ticketing service

BATHURST, NB (August 22, 2018) – Paciolan today announced that it has entered into a partnership with the City of Bathurst, including the K.C. Irving Regional Centre, to provide province-wide online and Box Office ticketing services. The service officially launched on Friday August 17th, becoming the online and Box Office ticketing platform for the 2018 MasterCard Memorial Cup Champions Acadie-Bathurst Titan of the Quebec Major Junior Hockey League (QMJHL).



The K.C. Irving Regional Centre hosts Acadie-Bathurst Titan games as well as other entertainment events.

This partnership will operate under the newly-formed brand **Ticketboutik.ca**, offering ticketing and event marketing services throughout the Province of New Brunswick in English and French. **Ticketboutik.ca** will be Paciolan’s twentieth regional distribution partner in North America. With Acadie-Bathurst, Paciolan adds a fifteenth Canadian Hockey League (CHL) franchise to its client roles, making it the foremost provider of ticketing services to the CHL.

The new partnership offers the City of Bathurst the opportunity to leverage Paciolan’s industry-leading digital ticketing services and introduce Access Management for the first time at the facility, empowering the arena with a robust digital ticketing system. The ticketing service will offer clients in the Chaleur Region and throughout the province a streamlined location to purchase tickets for hockey, concerts, and other events. Partnering with Paciolan and building a Province-wide service is consistent with the City’s renewed vision as a community, of focusing on regional relationships within Northern New Brunswick.

“We are extremely pleased to be stepping into and embracing this enhanced technology, enabling a faster and more efficient customer experience from the initial purchase to ticket scanning into our facility. Working with the foremost provider of CHL ticketing services will help us raise the bar for Titan fans and all other event customer experiences,” said Paul Theriault, Recreation and Tourism Manager for the City of Bathurst. “With this service providing customers enhanced abilities to purchase their sports, concert, festival, event tickets and specials online, it will greatly eliminate long lineups and wait times at the physical ticket booth.”

The City of Bathurst will also make use of Paciolan’s integrated email marketing solution, PAC Mail. Targeted, personalized messages will increase customer awareness and strengthen relationships to help Ticket Boutik drive ticket sales for events at the K.C. Irving Regional Centre and throughout New Brunswick.

Paciolan, with its sophisticated platform, will power several opportunities for Acadie-Bathurst Titan fans. Fans and season ticket holders will be able to purchase and transfer mobile tickets, and easily access the venue with their mobile device, while also providing staff with technology to track and validate real-time attendance.

“We are thrilled to work with the City of Bathurst and help them extend their services throughout the region,” said Paciolan President and CEO Kim Damron. “This new partnership demonstrates Paciolan’s continued focus on supporting provincial distribution services and expanding our footprint in the CHL. We are excited to launch our first client in New Brunswick and feature our flexible platform in a bilingual marketplace.”

About Paciolan

Paciolan is a leader in ticketing, fundraising, marketing, and analytics solutions with over 38 years of experience serving more than 500 live entertainment organizations. Paciolan enables the sale of more than 120 million tickets per year by powering over 125 college athletic programs, more than 100 professional sports and arenas organizations, 75 performing arts venues, and several regional ticketing partners who serve hundreds of venues. Learn more at www.paciolan.com.

About the City of Bathurst

Situated on the Bay of Chaleur in northeastern New Brunswick, Bathurst is a multicultural city with the most prominent two cultures being French and English. Bathurst is an officially bilingual community. With a population of 12,000 within the city boundaries and 80,000 in the greater area, Bathurst is the largest city in northern New Brunswick and a natural place to do business. The City continues to show its dedication to welcoming businesses of all sizes to share in the growth of the region. Learn more at www.bathurst.ca.

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