

The Show at Agua Caliente Rancho Mirage Celebrates 10 Years of Entertainment

Celebrating a milestone 10th Anniversary presenting hundreds of the biggest entertainment acts in the world, The Show at Agua Caliente Resort Casino Spa Rancho Mirage was at capacity for a two-day celebration March 1-2 with performances by R&B diva Toni Braxton and comedy superstar Jerry Seinfeld.

Seinfeld made his inaugural appearance at The Show and had the audience in stitches with his signature stand-up routine. Seven-time Grammy winner Toni Braxton brought her “As Long As I Live” tour to The Show. It was her first appearance at the venue as well.

Audiences have been flocking to The Show since its opening February 12, 2009, excited by the up-close experience the venue offers along with its luxurious amenities. At The Show, more than 2,000 seats are comfortably spaced across four levels, with no seat more than 125 ft. from the stage, creating an intimate space to experience legendary performances. Twelve boxes offer gourmet catering, private bars and lounges.

Over the past 10 years, countless international stars have returned multiple times to perform at the venue named Best Casino Showroom/Theater of the Year at the Casino Entertainment Awards at G2E in 2014. The Show’s many award nominations include Pollstar Showroom of the Year in 2011, American Country Music Awards Showroom of the Year in 2011 and 2018, and Casino Theater of the Year at the International Entertainment Buyers Association (IEBA) Industry Awards in 2018.

Dan Pfersch, Director of Entertainment for Agua Caliente Casinos, won the Casino Entertainment Executive of the Year Award at G2E in 2017 and continues to work tirelessly promoting The Show, elevating this premier showroom to the place in Southern California where the best entertainers want to perform and rehearse.

“The success of The Show at Agua Caliente Rancho Mirage is a testament to the efforts of a stellar entertainment team that keeps everything running like clockwork front and back of house,” said Pfersch. “Our purpose-built, state-of-the-art auditorium is second to none in Southern California and a leader in casino entertainment nationwide. When comic geniuses such as Gabriel Iglesias and Sebastian Maniscalco, or music legends such as Willie Nelson and Burt Bacharach, are eager to return to our



Jerry Seinfeld with L-R: Rob Prinz, ICM Partners; Michael Facenda, Agua Caliente Casinos Vice President of Marketing; Saverio R. Scheri III, Agua Caliente Casinos Chief Operating Officer; Dan Pfersch, Agua Caliente Casinos Director of Entertainment; Billy Brill, BAP Productions; George Shapiro, Manager of Jerry Seinfeld; and Savannah Cook, Agua Caliente Casinos Entertainment Manager.

stage, we know we are doing something very right.”

The lineup through ten years at The Show reads like an entertainment hall of fame. The venue opened with a splash in 2009, with the initial lineup of international music star acts featuring the likes of Matchbox 20, Martina McBride, Tony Bennett, the Moody Blues and Elvis Costello. Other artists and bands who have performed at The Show across all genres include Duran Duran, Doobie Brothers, Goo Goo Dolls, Alan Jackson, Miranda Lambert, Natalie Cole, Van Morrison, Diana Krall, Sheryl Crow, Sting, Steven Tyler, Don Henley and many more. Air Supply announced from the stage at their most recent performance in February 2019 that of the more than 130 venues they appear at each year, The Show at Agua Caliente Rancho Mirage is the one they most enjoy to play in.

Comedians at The Show over the years have included Chelsea Handler, Jay Leno, Steve Martin and Martin Short, Margaret Cho, and Gabriel Iglesias. Iglesias loves the venue so much he will be performing for the 18th and 19th times at The Show this May as part of his all-new 2019 “Beyond the Fluffy” world tour. Magicians and psychics, ballet companies, Mariachi bands and boxing matches have all taken the stage at The Show.

Many of the artists who have enjoyed repeated performances at The Show have offered their congratulations in a tribute video “The Show Celebrating 10 Years” posted on YouTube. ♣

For more information about Agua Caliente Casinos, visit www.aguacalientecasinos.com.