



Veteran concert promoter Todd Coder announces new concert booking and promotion company

FOR IMMEDIATE RELEASE

Birmingham, AL, Tuesday, December 4, 2018 – Todd Coder has announced the launch of a new concert booking and promotion company, CODE-R Productions. Based in Birmingham, Alabama, CODE-R Productions will specialize in booking live entertainment for venue clients and special events across the southeast, while still actively promoting and producing additional concerts in the region.

"Going out on my own is something that I've envisioned for years but it just never came to fruition", says Coder. "I've been lucky enough to establish outstanding relationships in the industry over the last two decades. I've gained a tremendous amount of experience from programming and producing major events and by working with a multitude of artists and venues during this period. It was obvious to me that the time was now."

Coder's extensive history in the industry features an almost decade long run as the Talent Buyer for WorkPlay Theatre in Birmingham, four years as the Talent Buyer for the Hangout Music Festival in Gulf Shores and most recently a two-year tenure with Emporium Presents.

CODE-R Productions launches today announcing these iconic and highly revered music venues as its first clients:

Iron City (www.ironcitybham.com) quickly established itself as the flagship entertainment venue in the Birmingham market since opening in 2013 and one of the premier concert venues in the U.S. Iron City consistently goes above and beyond to provide its artists, patrons and clients the ultimate concert and event experience. Coder comes in as the **Director of Concert Programming** beginning January 2019 and will manage the concert calendar on behalf of the venue. He will also work closely with other promoters to ensure that the calendar is as diversified and robust as the venue itself.

"Iron City is excited to announce our partnership with Todd Coder and CODE-R Productions. We're confident that Todd and his team will help continue our reputation as one of the south's premier music venues," says Iron City GM James Claborn. "Todd's relationships in the industry will provide even more new and exciting opportunities for Iron City."

Located in Nashville's historic and ultra-popular Gulch area, **The Cannery Ballroom, Mercy Lounge and the High Watt** (www.mercylounge.com) are three of Nashville's most iconic music venues all in one complex. Coder comes in as **Co-Talent Buyer** and will work alongside longtime venue talent buyer John Bruton. "Fielding a music dream-team of deeply respected talent buyers like John Bruton and Todd Coder, is really a coup for us", says owner Todd Ohlhauser. "This is an exciting time for fiercely independent venues like ours and combining efforts, intellect, reputations and rooms will offer artists more options and ease than ever before."

The Lyric Theatre (www.lyricbham.com): After being dormant for decades, the Lyric Theatre went through an extensive \$11 million renovation and restoration and triumphantly returned in 2016. Since the doors to the storied house re-opened, the venue has been a most notable attraction for the city of Birmingham and for those visiting the city and venue. Coder came on as **the In-House Talent Buyer** for the Lyric in 2016 and will continue to handle these duties on behalf of the venue.

"Todd has been the talent buyer for the Lyric from day one after its restoration", says Brant Beene of The Lyric and the Alabama Theatre. "He has a great rapport with agents, artists and other top industry professionals. He understands that everyone must win for anyone to win."

Additionally, Coder will continue to promote concerts and events at several venues in the Birmingham area, including Avondale Brewing Company, Alabama Theatre, WorkPlay Theatre and more.

While this is an exciting time in his career, Coder is quick to point out that the success he has achieved thus far is largely predicated on the colleagues and mentors that have assisted and encouraged him along the way. "There are a number of people that standout as the positive influencers throughout my career and I am grateful to them all. However, the experience that I gained alongside Dan (Steinberg) and Jason (Zink) and the rest of the team at Emporium Presents is unparalleled and will forever be appreciated. I look forward to working even more with them in the future."

In closing, Coder states, "To have the ability to start anew with an exciting business platform in the music industry is an incredible blessing. But to have the opportunity to start off immediately with a core group of venues that I respect, admire and most of all, thoroughly enjoy as a patron is of monumental importance to me ."

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