

Rolling Stones scheduled to kick off Fathom Events

Written by Holyoke Enterprise

Live from Holyoke, it's The Rolling Stones through Fathom events. The very first Fathom event will take place Thursday, Sept. 16 at the Peerless Theatre.

For the first time in over 30 years, legendary concert footage from the tour will be unveiled by the band for their fans in Holyoke Thursday, Sept. 16 at 7:30 p.m.

The Rolling Stones takes fans back to the legendary "Exile on Main Street" 1972 summer tour in the one-night big screen concert event "Ladies and Gentlemen...The Rolling Stones."

The historic big screen event features classic Stones performances from the 1972 tour and a special, theater-only segment from Mick Jagger. Together with Jagger, Stones greats Keith Richards, Mick Taylor, Bill Wyman and Charlie Watts take fans inside life on the road during that magical summer when they rocked millions of fans in sold-out venues around the world.

The Peerless Theatre in Holyoke is among 531 select theaters in the United States to offer The Rolling Stones through Fathom Events.

All the necessary Fathom equipment was installed in the Peerless projection room in July, and Bob Brandt, Alternative Content committee chair for the Peerless, said everything is a go for Fathom events.

"It feels really good," Brandt said. "We are excited to be all but there."

All the events will be shown in high definition. This is the step between where the theater is now and the goal of digital cinema.

"We've had the best sound in a 100-mile radius, now we're going to have the best picture," Brandt said.

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The nearest theater to offer such events is located in Fort Collins. The only venue in Nebraska is located in Omaha. There are two in Kansas but are located in and around the Kansas City area.

Tickets for Fathom events may be purchased throughout the year at www.thepeerlesstheatre.com. Brandt said a confirmation e-mail will be sent to the purchaser with details outlining the ticket purchase. Those attending the show are encouraged to print off the confirmation and take it with them to the theater. Tickets for each event will be available in the time leading up to the event.

The opening show will have two different ticket prices. One for the 50-and-over age group. Or as Brandt puts it, "the baby boomer group." The others will just be general admission. Brandt said online ordering through Fathom is completely secured.

Other Fathom events scheduled

Two other dates have been set for Fathom events in Holyoke. "1 a Minute LIVE Supporting Susan G. Komen for the Cure" will be held Wednesday, Oct. 6. The event will begin with an introduction by the live celebrity studded panel followed by the feature "1 a Minute."

The feature is a docu-drama that details a woman's breast cancer journey through diagnosis and the various stages of treatment and emotions. Several well known celebrity cancer survivors are featured in segments of the docu-drama to share their own personal stories at key phases of diagnosis, treatment and recovery.

The other scheduled event is "A Prairie Home Companion with Garrison Keillor-LIVE in HD." It will take to the big screen Thursday, Oct. 21.

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For more than 35 years, legions of fans have tuned in to Garrison Keillor's "A Prairie Home Companion" to be entertained by his low-key reflections, sharp insights and trademark humor.

This popular radio and variety show is known for its musical guests, especially folk and traditional musicians, tongue-in-cheek radio drama and Keillor's comedic storytelling segment, "News from Lake Wobegone."

Brandt said he is expecting this show to draw lots of interest from the area.

"It's going to be a fun experience," Brandt said with regard to offering Fathom Events at the Peerless Theatre.

The Peerless Theatre will pick and choose events as they are presented. Most of the sporting events they would be interested in running on Saturday nights and the Peerless doesn't want to interfere with its regular movie schedule.

"We're not going to have a lack of programming," Brandt said. "The downside will be what we don't run. Options will not be a problem."

Check out www.thepeerlesstheatre.com for more information.