



April 16, 2024

FOR IMMEDIATE RELEASE

YORK AUTOMOTIVE GROUP AND HENDRICKS LIVE! ANNOUNCE NEW TWO-YEAR PARTNERSHIP

April 16, 2024 (Plainfield, IN)- York Automotive Group and Hendricks Live!, Inc. are excited to announce a new two-year partnership in which York Automotive Group is the inaugural naming sponsor for the Hendricks Live! Presents Concert Series. The newly named York Automotive Concert Series will feature wide-ranging performances from Grammy-Award-winning legends, platinum-selling celebrities, acclaimed national touring artists, and rising stars on the stage of Hendricks Live!, the new performing and fine arts center in Plainfield.

The family-owned York Automotive Group is proud to announce its partnership with Hendricks Live!. With six dealerships strategically located throughout west central Indiana in Brazil, Crawfordsville, Greencastle, and Plainfield, the company is dedicated to meeting the unique needs of each individual customer with paramount concern. As a car dealer, York Automotive Group is driven by the challenge of consistently exceeding these high standards, a commitment that extends to our partnership with Hendricks Live!.

"The York family is thrilled to partner with Hendricks Live! as they provide a unique and superior entertainment source for not only Plainfield, but all of west central Indiana," said Kaye York of York Automotive Group. "We believe in the power of the arts to unite communities and enrich lives, and this collaboration represents our shared commitment. Together, we look forward to inspiring audiences, creating unforgettable memories, and leaving an indelible mark on the cultural landscape of our beloved Hendricks County and beyond."

Hendricks Live! will bring national talent directly to Hendricks County while providing a professional space for local artists and arts organizations, and it features a 600-seat theatre, a 160-seat multipurpose event space, and an exhibit space for visual art. The venue, which was conceived and built by the Town of Plainfield, is an integral part of the Town's downtown redevelopment plan. The York Automotive Concert Series sponsorship will support Hendricks Live!'s mission to create memorable experiences by presenting, producing, and hosting exceptional art, entertainment, and community events.

"It is an honor to welcome York Automotive Group as our inaugural series sponsor for our national and international touring acts," said Chris Petrelli, Executive Director of Hendricks Live!. Our shared commitment to providing excellence for the communities throughout west central Indiana makes this an ideal partnership, and we look forward to an exciting future that celebrates the best of Hendricks County."

###

Media Contacts:

Kaye York

Email: kyork@yorkautomotive.com

EveMarie Bessenbach

Director of Development and Communications

Email: EveMarie.Bessenbach@hendrickslive.org

About York Automotive Group

Established in 1987 by Bob York, York Automotive began as a single dealership, York Pontiac, Oldsmobile, GMC in Greencastle, and has since blossomed into a leading automotive dealership network in central Indiana. Now encompassing nine renowned brands across six locations, including Buick, GMC, Chevrolet, Chrysler, Dodge, Jeep, Ram, Fiat, and Ford, the company stands out for its commitment to excellence and customer satisfaction. With over 220 dedicated employees committed to upholding the highest standards of service, York Automotive prioritizes transparency and a customer-centric approach, ensuring a seamless car-buying experience that has earned the trust of the local community and beyond. Emphasizing the motto "*We're Not #1, You Are!*", York Automotive reaffirms its commitment to putting customers first in every interaction, redefining the automotive experience with each transaction.

About Hendricks Live!

Located in the heart of one of the fastest growing communities in the region, Hendricks Live! is Hendricks County's new home for arts and entertainment. Featuring a 600-seat proscenium theatre and a 160-seat event space, Hendricks Live! will be the premier destination in west central Indiana for local, regional, and national art and entertainment. We will present year-round performances, events, and exhibits in a variety of creative styles and disciplines by local, regional, and national artists and organizations. Follow us on Facebook [@HendricksLive](#), Instagram and YouTube [@HendricksLive](#), or visit HendricksLive.org.