
Katy Perry, Zedd to Perform at the Capital One JamFest® as Part of the 2019 NCAA March Madness Music Series in Minneapolis

Thursday, March 14, 2019

Capital One Sponsoring FREE Concert Giving Cardholders Early Access to Register for Passes Beginning on Tuesday, March 19 at 10 a.m. CT

On Sunday, April 7, Award-winning singer and songwriter **Katy Perry** will headline the Capital One JamFest® as part of the 2019 NCAA March Madness Music Series in Minneapolis. Multi-Platinum, GRAMMY® award-winning artist, DJ and producer **Zedd** will tip-off the night. Zedd and Katy Perry recently teamed up for their new single “365” which has amassed over 85 million streams and is climbing the charts at Top 40 Radio.

Capital One cardholders will get early access to the free passes beginning **Tuesday, March 19, at 10 a.m. CT** through **Friday, March 22, at 10 a.m. CT or as supplies last**. Registration for the general public will go live on **Friday, March 22, at 12 p.m. CT**. Additional information for Capital One JamFest can be found at www.capitalonejamfest2019.com

The three-day Music Series (April 5-7), held at [The Armory](#) in Minneapolis, will provide fans with star-studded entertainment during Men’s Final Four weekend. This year, the NCAA March Madness Music Series - produced by Turner Live Events - will provide fans access (via registration) to great performances each night from 7-11 p.m. CT. The blockbuster event will open with the **AT&T Block Party on Friday, April 5**, followed by **Coca-Cola Music on Saturday, April 6**, and conclude with Perry headlining the **Capital One JamFest on Sunday, April 7**. Additional performers for AT&T Block Party and Coca-Cola Music will be announced in the coming weeks.

For more details about the weekend, fans can stay up-to-date by visiting ncaa.com/musicfest, following @FinalFour on Twitter or downloading the Final Four app presented by AT&T.

Final Four has brought one-of-a-kind concert experiences to over 150,000 music fans each year through the Music Series with performers including Aerosmith, The Black Keys, Bruce Springsteen and the E Street Band, The Chainsmokers, Fall Out Boy, Kendrick Lamar, The Killers, KISS, Imagine Dragons, Macklemore and Ryan Lewis, Maroon 5, OneRepublic, Rhianna, Taylor Swift, Tim McGraw, Twenty-One Pilots, Sting and Zac Brown Band.

Additional performers included Aloe Blacc, Dave Matthews Band, Flo Rida, fun., Jason Derulo, Jimmy Buffett, Kenny Chesney, Kings of Leon, Lady Antebellum, LL Cool J, Lukas Graham, Muse, Panic! At the Disco, Pitbull and Weezer among many others.

The NCAA March Madness Music Series is an activation extension of the NCAA's Corporate Champions and Partners marketing program, which Turner Sports and CBS Sports license and collaborate on as part of an agreement with the NCAA through 2032.

Specific media event credentials will be issued for each day (April 5-7) at The Armory. Men's Final Four game credentials will not be accepted.

For the ninth consecutive year, Turner Sports and CBS Sports will provide live coverage of all 67 games from the 2019 NCAA Division I Men's Basketball Championship across four national television networks - TBS, CBS, TNT and truTV - and via NCAA March Madness Live. The NCAA semifinal game will be Saturday, April 6 and the championship game will be Monday, April 8. Information on game tickets is available at www.ncaa.com/VIP.

About Turner Sports

Turner Sports, a division of WarnerMedia, is an industry leader in the delivery of premium sports content across all multimedia screens. Turner Sports' television coverage includes the NBA, Major League Baseball, NCAA Division I Men's Basketball Championship, *ELEAGUE* and professional golf, along with the UEFA Champions League and UEFA Europa League. The company also manages some of the most popular sports destinations across digital and social platforms including Bleacher Report and its top-rated app, NCAA.com and the critically-acclaimed NCAA March Madness Live suite of products, PGA.com and the Sports Emmy Award-winning PGA Championship LIVE, as well as an accompanying collection of mobile sites and connected device apps. Turner Sports and the NBA jointly manage NBA Digital, a robust collection of offerings including NBA TV, NBA.com, NBA LEAGUE PASS, the NBA App and NBAGLEAGUE.com. Turner Sports launched B/R Live in 2018, a premium live streaming sports platform that serves as the central hub for both the discovery and consumption of live sports content. The streaming service allows fans to find and watch their favorite sports content anywhere, anytime and on the screen of their choice.

About Capital One

At Capital One (www.capitalone.com) we're on a mission for our customers - bringing them great products, rewards, service, and access to unique and unforgettable experiences they are passionate about. Capital One is a diversified bank that offers products and services to

individuals, small businesses and commercial clients. We use technology, innovation and interaction to provide consumers with products and services to meet their needs. Learn more at capitalone.com/access

About the NCAA

The NCAA is a diverse association of more than 1,100 member colleges and universities that prioritize academics, well-being and fairness to create greater opportunities for nearly half a million student-athletes each year. The NCAA provides a pathway to higher education and beyond for student-athletes pursuing academic goals and competing in NCAA sports. More than 54,000 student-athletes experience the pinnacle of intercollegiate athletics by competing in NCAA championships each year. Visit ncaa.org and ncaa.com for more details about the Association and the corporate partnerships that support the NCAA and its student-athletes. The NCAA is proud to have AT&T, Capital One and Coca-Cola as official corporate champions and the following elite companies as official corporate partners: Buffalo Wild Wings, Buick, Geico, Google Cloud, Hershey's, Infiniti, Intel, Lowe's, Marriott International, Nabisco, Pizza Hut, Uber Eats, Unilever and Wendy's.