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## **JHE PRODUCTION GROUP SHOWCASED EVENT EXPERIENCE EXPERTISE IN MAY**

**HARRISBURG, N.C.** (June 10, 2014) – [JHE Production Group Inc.](#) (JHE), an award-winning event experience company, showed off its expertise in live entertainment, experiential activation, special events and opening ceremony production by executing 12 concerts, nine special events, five opening ceremonies, three mobile displays and one street festival in [31 days](#).

Here is a look back on what the JHE team accomplished during the month of May:

- **[Pinehurst Concours d'Elegance \(May 2-4\) at Pinehurst Resort:](#)** JHE produced and promoted the second annual premier automotive and lifestyle experience. The weekend consisted of a [full schedule of events](#) which JHE managed including the Iron Mike Rally, Pinehurst Fairway Drive, British Invasion concert and the signature Pinehurst Concours d'Elegance.
- **[Movies on the Campus \(May 9\) in Kannapolis:](#)** Part of the [600 Festival Association](#) May event lineup, JHE was behind the execution of three new events for the nonprofit that kicked off with this double feature, racing-themed movie event.
- **[NASCAR Sprint All-Star Race \(May 19\) at Charlotte Motor Speedway:](#)** Serving as lead producer on the show since 1989, JHE utilizes technology and innovation to set each show apart from the previous year. The stage showcased title sponsor, Sprint, along with the drivers and their teams. For a glimpse of the show, click [here](#).
- **[Little 600 \(May 20\) at GoPro Motorplex:](#)** The 600 Festival Association May event lineup continued in Mooresville with help from JHE's production and audio teams. [The inaugural kart race](#) featured a full field of NASCAR drivers and attracted a large crowd.
- **[Coca-Cola Speed Street presented by Chevrolet \(May 22-24\) in Uptown Charlotte:](#)** For 19 years, JHE has served as the exclusive promoter and producer of the 20-year-old street festival. A JHE production from beginning to end, Coca-Cola Speed Street featured nine concerts including headliners Who's Bad, Thompson Square and 38 Special; a Nathan's hot dog eating contest; driver appearances; food trucks; and interactive displays for fans of all ages May 22-24. Step inside the show [here](#).
- **[Coca-Cola 600 \(May 25\) at Charlotte Motor Speedway:](#)** The monthlong marathon concluded with JHE directing a pre-race show that incorporated military appreciation and a concert performance by Brantley Gilbert.

### **About JHE Production Group**

Founded in 1987, JHE Production Group Inc. (JHE) is an award-winning event experience company specializing in live entertainment, experiential activation, special events and opening ceremonies. Serving

a myriad of Fortune 500 and national sports marketing clients, JHE creates lasting memories through its unparalleled expertise with concerts, consumer engagement opportunities, meticulously planned and executed mobile tours, festivals, hospitality and more. Engage with JHE's authentic, in-house experts at [www.gojhe.com](http://www.gojhe.com) and on [Facebook](#), [Twitter @JHEProduction](#) and [Instagram @JHEProduction](#).

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