



Electric Owl to Become Vancouver's Newest Nightlife Destination

Vancouver, BC (April 20, 2011) – Electric Owl, a new entertainment venue will ignite Vancouver nightlife when it opens its doors this May in the legendary American Hotel on Main Street. The Izakaya-themed social club's live music venue and restaurant spans 8,000 square feet and two floors. Nestled on the edge of Strathcona on Main near Prior, Electric Owl will set the stage for this community to become Vancouver's next destination entertainment hub.

"I'm very excited to see Electric Owl flourish in Vancouver, knowing that they've purposely built this venue with the artist and audience experience firmly in mind," praised Rob Wright of S.L. Feldman & Associates.

Co-owners, Adam Levine and Alex Russell wanted Electric Owl to encapsulate everything that makes Vancouver special: the people, the food, the music, and the creativity. The concept combines an Izakaya restaurant, an infused sake bar and lounge, a cold beer and wine market, and a live music venue. Patrons will also be able to enjoy a 34-seat patio just in time for summer.

"It's really unlike anything the city has to offer," says Dani Vachon, Director of Marketing & Entertainment. "Where else can you eat dinner, see a show, and leave with a six pack or bottle of wine?" Dani Vachon, a veteran of the Vancouver live music scene, will lead the entertainment program and curate everything from emerging artists and renowned music acts to sumo wrestling and Japanese fan dancing. Dance-punk act,!!! is set to take the stage May 28.

The renovations to the heritage building were designed with entertainment and performance in mind, as this premium mid-size venue boasts the best sight lines in the city, and features a world-class sound system for touring international and local acts. While maintaining the playful sensibilities that Main Street has come to be known for, Electric Owl will feed Vancouver's appetite for a new social scene.

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About Electric Owl www.electricowl.ca

Electric Owl is a social club located in the legendary American Hotel at 928 Main Street. Renovations have transformed the landmark building into Vancouver's newest modern arts space for emerging artists, international music acts, and a wide variety of the city's best creative talent. The mid-size entertainment venue hosts an engaged eating experience by uniting inventive Izakaya restaurant fare with live music, a cold beer and wine market, and an outdoor patio.

About the American Hotel

Built in 1907, the American Hotel was once a centerpiece of Hogan's Alley, Vancouver's red light district. It remained a popular destination and city landmark for many decades before falling into years of neglect. New owners have breathed new life into the building that is now home to Electric Owl.

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