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FOR IMMEDIATE RELEASE

The Fox Theatre Becomes First Performing Arts Venue in Georgia to Achieve Accreditation from the Global Biorisk Advisory Council

New Building Health and Safety Preparations Announced

Atlanta, GA – (March 1, 2021)– The Fox Theatre has announced it has achieved the Global Biorisk Advisory Council® (GBAC) STAR™ accreditation, the gold standard for prepared facilities. Under the guidance of GBAC, a Division of ISSA, the worldwide cleaning industry association, the Fox Theatre has implemented the most stringent protocols for cleaning, disinfection, and infectious disease prevention. The accreditation is one of many health and safety preparations the Atlanta theatre has made to reopen.

As the cleaning industry's only outbreak prevention, response, and recovery accreditation, GBAC STAR™ helps organizations establish protocols and procedures, offers expert-led training, and assesses a facility's readiness for biorisk situations. The program verifies that the Fox Theatre implements best practices to prepare for, respond to, and recover from outbreaks and pandemics.

"By taking this important step to pursue the GBAC STAR, the Fox Theatre has received third-party validation that it follows strict protocols for biorisk situations, thereby demonstrating its preparedness and commitment to operating safely", says GBAC Executive Director Patricia Olinger.

To achieve this accreditation, the Fox was required to demonstrate compliance with the program's 20 core elements, which range from standard operating procedures and risk assessment strategies to personal protective equipment and emergency preparedness and response measures. Learn more about GBAC STAR accreditation at www.gbac.org.

In addition to earning the GBAC STAR™ accreditation, the Fox is making significant improvements to the facility's air quality. Most notably, the theatre has consulted with Mathias Environmental out of Duluth, GA to design and install an Ultraviolet Germicidal Irradiation



(UVGI) system in its heating and air ventilation system. The technology, recognized for disinfection of air by both the CDC and the American Society of Heating, Refrigeration and Air Conditioning Engineers (ASHRE) uses UVC lighting to attack the DNA and RNA of pathogens found in the air. “UVC has been used to combat the spread of airborne pathogens like Tuberculosis since the 1960’s,” says Jeff Stines of American Ultraviolet, the company providing most of the Fox’s UV lighting equipment. “Once installed, the technology is designed to inactivate up to 99% of viruses on every air cycle”.

The theatre’s air quality improvement project adds to a list of evolving health and safety preparations it has made since shutting down last March.

“The Fox’s determination to utilize one of the most effective and proven technologies backed by decades of testing and research, is a refreshing example of a facility and its management that doesn’t just *say* they’re doing something effective and meaningful but *prove* they are with an investment like this,” says Dave Heydinger, President of the Mathias Environmental.

Regarding more operational changes, guests returning to the Fox can expect a more contactless event experience:

- [Digital tickets](#) to replace paper tickets and print-at-home delivery options
- Mobile entry with self-scanning pedestals
- Guest-facing credit card terminals and contactless payment options
- Plexi-glass partitions at all food and beverage service locations
- Touchless hand sanitizers throughout the theatre
- Mobile pick-up on select food and beverage through the [Fox Mobile App](#)

“Local, state, and federal guidelines related to resuming indoor live events continue to evolve. We are continuing preparations for a summer reopening and will share further event updates including guest implications as they develop,” says Allan Vella, President and CEO of the Fox Theatre.

For up-to-date information regarding the Fox Theatre’s health and safety protocols and calendar of events, visit foxtheatre.org and follow @theFoxTheatre on Facebook, Instagram, and Twitter.

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About the Fox Theatre

The Fox Theatre is one of Atlanta's premier venues for live entertainment, welcoming more than 250 performances a year in its 4,665-seat theatre. From rock concerts and Broadway productions to ballets, comedy, and movies, the historic venue attracts more than 500,000 visitors annually. The theatre also hosts over 100 annual private events like wedding receptions, trade shows, corporate meetings, and association functions in its fabulous ballrooms, outdoor terrace, and Marquee Club presented by Lexus. As a 501(c)(3) nonprofit arts organization, the Fox Theatre stands today as a fiercely protected landmark and a nationally acclaimed theater. The Fox Theatre proudly acknowledges its partners for their generous support: Coca-Cola, Lexus, Georgian Terrace Hotel, Georgia Natural Gas, Atlanta Beverage-Yuengling, Regions, and Grady Health System. Tickets for all events are available at the Fox Theatre Ticket Office, online at FoxTheatre.org, or toll-free at 855-285-8499. Group sales information is available by calling 404- 881-2000 or visiting the foxtheatre.org/groups. Stay connected by following @theFoxTheatre on [Instagram](#), [Twitter](#), and [Facebook](#).

Notable accolades include 2019 Venues Now #1 Top Stop of the Decade Award for tickets sold (5,000 seats or less); 2019 Billboard #2 Highest Grossing Venue Worldwide (5,000 seats or less); 2019 Pollstar #3 Worldwide Ticket Sales (5,000 seats or less).

About GBAC, a Division of ISSA

Composed of international leaders in the field of microbial-pathogenic threat analysis, mitigation, response and recovery, the Global Biorisk Advisory Council (GBAC), a Division of ISSA, provides training, guidance, accreditation, certification, crisis management assistance and leadership to government, commercial and private entities looking to mitigate, quickly address and/or recover from biological threats and real-time crises. The organization's services include biorisk management program assessment and training, Forensic Restoration® response and remediation, the GBAC STAR™ facility accreditation program, training and certification of individuals and consulting for building owners and facility managers. For more information, visit www.gbac.org.

About ISSA

With more than 9,300 members—including distributors, manufacturers, manufacturer representatives, wholesalers, building service contractors, in-house service providers, residential cleaners, and associated service members—ISSA is the world's leading trade association for the cleaning industry. The association is committed to changing the way the world views cleaning by providing its members with the business tools they need to promote cleaning as an investment in human health, the environment, and an improved bottom line. Headquartered in Northbrook, Ill., USA, the association has regional offices in Mainz, Germany; Whitby, Canada; Parramatta, Australia; Seoul, South Korea; and Shanghai, China. For more information about ISSA, visit www.issa.com or call 800-225-4772 (North America) or 847-982-0800.