

FOR IMMEDIATE RELEASE

THE BIGGEST SHOW
ON TURF
55 YEARS OF HALFTIME SHOWS

ROCK & ROLL
HALL OF FAME



Rock & Roll Hall of Fame Celebrates NFL Draft with Super Bowl Halftime Show Exhibit

Memorable national anthem and halftime performances with legendary artists including Aerosmith, Bono, Lady Gaga, Katy Perry, Prince, and The Weeknd

Rock Hall open daily with extended hours April 30 and May 1; advance tickets required at rockhall.com

CLEVELAND (April 8, 2021) – As Cleveland gets ready to host the 86th annual NFL Draft, the Rock & Roll Hall of Fame is introducing an exhibit that honors the dynamic history of the Super Bowl Halftime Show and its legendary performers. *The Biggest Show on Turf: 55 Years of Halftime Shows*, presented by Pepsi, opens April 23rd and is on display through September 2021.

“The Super Bowl is always the most watched television event of the year – and more fans watch the Halftime Show than the game – a massive cultural moment!” said Greg Harris, President & CEO, Rock & Roll Hall of Fame. “The modern halftime show has served as a massive platform for these amazing artists, including numerous Hall of Fame Inductees. Rock & roll and sports are intertwined, and we are excited to celebrate this shared moment and the legendary artists, creatives and crews who delivered these memorable performances.”

With a worldwide audience that exceeds 100 million people, the Super Bowl Halftime Show is the most watched musical event in the world. Each halftime performance comes with a different vision and approach. Whether it’s Bruce Springsteen’s dynamic performance with minimalist staging, Bruno Mars’ 1950’s-style R&B revue, the Las Vegas-style showgirl spectacular from Jennifer Lopez and Shakira, or Prince’s rain-

soaked stage in the shape of his iconic trademark symbol – they all become distinctive and historic events of our time.

Fans can relive decades of memorable Super Bowl moments through performance outfits, instruments, and set pieces, including:

- **The Weeknd's** breathtaking mirrored infinity room set piece along with Choir robes and jackets sharing stories about the spectacular visual entertainment experience and unique COVID-era 2021 performance.
- **Bono's** flag-lined jacket from **U2's** 2002 moving performance that matched spectacle with intimacy with the band rising to the monumental challenge of consoling a still-grieving nation five months after 9/11.
- **Prince's** turquoise suit worn during his unforgettable purple-rained 2007 performance, where he asked production managers "Can you make it rain harder?"
- **Katy Perry's** beach-ball inspired costume and "Left Shark" that ignited a pop culture phenomenon after her 2015 performance.
- **Joey Kramer's** drumhead from **Aerosmith's** 2001 performance that marked the first time ever in a Super Bowl Halftime Show that fans stood on the field around the stage.

Plus, fans can get a behind the scenes look at the entire operation, from **Lady Gaga** and **Black Eyed Peas** stage models to **The Who's** lighting grid and stage plans and time lapses of production set ups and tear downs over the years.

The Rock Hall is also featuring special rock and football related items from its collection such as **Roger Daltrey** of **The Who's** football helmet worn on the cover of the 1974 Who album, *Odds & Sods*, and **Joe Walsh** of the **Eagles** University of Texas football jersey worn on the Eagles Long Run tour.

The Rock Hall is open daily with special extended hours from 10 a.m. to 9 p.m. on Friday, April 30th and Saturday, May 1st. Advance tickets are required at rockhall.com. The Rock Hall will be open to NFL guests only on Thursday, April 29th ahead of the official Red-Carpet event.

Teachers, parents and guardians can check out artist spotlights and score points with kids as they create a Super Bowl Halftime Show or costume of their own with a new [Super Bowl Halftime Show collection](#) on Rock Hall EDU, Powered by PNC. Create your free account at <https://www.rockhall.com/education>.

Get more Museum bang for your buck year-round with The Hall Pass, which includes discounted admission to the Rock Hall and Pro Football Hall of Fame. Discover rock legends and be a part of the action with the greats of pro football all in one trip to the Northeast Ohio area. [Purchase Hall Pass tickets online](#).

About the Rock & Roll Hall of Fame

Rock Connects Us. Our mission is clear: To engage, teach and inspire through the power of rock & roll. We share stories of the people, events and songs that shape our world through digital content, innovative exhibits, live music, and engaging programs. Join the millions who love it as much as you do. Experience us live or online – Visit rockhall.com or follow the Rock Hall on Facebook ([@rockandrollhalloffame](https://www.facebook.com/rockandrollhalloffame)), Twitter ([@rockhall](https://twitter.com/rockhall)), Instagram ([@rockhall](https://www.instagram.com/rockhall)) and YouTube ([youtube.com/rockhall](https://www.youtube.com/rockhall)). Long Live Rock!

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