



PRESS RELEASE



**FOR IMMEDIATE RELEASE**

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**Eighth Day Sound Systems Inc. Joins Forces with Clair Global**

**Lititz, Pennsylvania** (August 20, 2020)—Two world-renowned touring and sound reinforcement companies are joining forces to focus on building industry capabilities during the COVID-19 pandemic pause. Clair Global (Lititz, PA) has announced the acquisition of Eighth Day Sound Systems, Inc. (Cleveland, OH) with the specific goal of continuing to support the dedicated relationships for touring customers from both rosters.

Before the industry slowdown, Tom Arko, president of Eighth Day, and Troy Clair, owner of Clair Global, discussed how this union could further improve and strengthen future tour support. Today, they see it as a vote of confidence for the industry and fellow sound community members. Eighth Day Sound will also compliment the installation division of Clair Global.

"First and foremost, our hearts and thoughts are with our colleagues and families affected by this sudden work stoppage worldwide," said Troy Clair and Tom Arko in a joint statement. "While the impact is huge, we encourage all to stay healthy and focus on the future. We'll get through this and return to work when we can safely gather again for production events."

The two family-owned companies share the same DNA: providing valued systems to its clients, large or small, fueled by the passion they have for the events industry, and combining their strengths and synergies.

In addition to leading technical expertise from the audio trade's top tier professionals and renowned crews, the alliance will offer a broad range of full line premier speaker brands, amplified availability from the more extensive audio equipment base, and flexibility from the boosted global presence. The two companies will continue their long-term relationships with manufacturers that they have had for many years.

The acquisition, previously scheduled to close early April, was delayed because of the pandemic's worldwide impact on the industry. Both companies worked diligently to reconstruct a deal because of their mutual respect, shared commitment, and collective recognition of the future's huge potential.

"It was a good idea then, and an even better idea now," commented Arko. "By using this available time, we'll emerge prepared with all the needed resources to serve a global customer base effectively. We see it as one world, one focus, and one company, and perhaps more importantly, the union 'keeps it in the family,' with both companies entirely family-owned and operated. Because of our respected mutual values, I have no doubt the passion for the audio industry will continue in this new venture and become a better solution to meet the needs of the industry ahead."

"No one can predict the future, but we believe in the future of live events," said Clair. "Once it is safe, we fully expect there to be an even greater demand for live entertainment, and we will be prepared to serve that demand. We are excited to strengthen our team and grow our family."

The Eighth Day Sound brand will be maintained and will conduct business as it has for the last forty years, under the same management and with the same staff. The company will become a stand-alone brand under the Clair Global umbrella, joining Britannia Row Productions in the UK, JPJ in Australia, and AudioRent Clair AG in Switzerland.

For more information on the acquisition, please contact Claire Messimer, 717-626-4000, [cmessimer@clairglobal.com](mailto:cmessimer@clairglobal.com)

For more information about Clair Global, please visit [www.clairglobal.com](http://www.clairglobal.com).

For more information about Eighth Day Sound, its services, and achievements, please visit [www.8thdaysound.com](http://www.8thdaysound.com).

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### **About Clair Global**

Building on over 50 years of experience, Clair Global continues to boldly advance the entertainment experience in the touring, festival, broadcast, and corporate markets. Our clients are extraordinary, and because of this, we strive every day, at any hour, to exceed their expectations. As a proud participant in the Rock Lititz Community, we provide our clients with solutions to their needs in audio, communications, backline, and data services.

### **About Eighth Day Sound Systems, Inc**

Eighth Day Sound Systems, Inc. has, for decades, delivered superior live sound coverage for some of the world's top-grossing tours and festivals on behalf of the globe's leading performance artists. Established in 1980, Eighth Day quickly emerged as a premier provider of a "relationship first" experience. Leading artists, tour directors, and production managers trust Eighth Day as the source of cutting-edge systems, personable crews, integrity, and a passion for excellence. With offices in Cleveland, Los Angeles, London, and Sydney, their equipment and expertise are used on tours, festivals, in houses of worship, and at corporate events around the world.