



St. John's Sports & Entertainment Selects Tixr to Elevate Guest Experience Across Venues

ST JOHN'S, NL — June 25, 2026 — Tixr, a global technology leader modernizing ticketing and live event commerce, announced today its newest partnership with St. John's Sports & Entertainment Ltd (SJSEL) to elevate the guest experience, from point of purchase through event day. The collaboration expands Tixr's footprint in Canada and strengthens SJSEL's ability to deliver a seamless, innovative experience for guests attending sporting events, concerts, and special events.

"At St. John's Sports & Entertainment, we are committed to continually enhancing the experience we deliver to our valued guests," **said Brent Meade, CEO of SJSEL**. "Our partnership with Tixr strengthens that commitment by introducing new tools that support a smooth, modern event experience. We're excited to bring these advancements to our venues, partners, and community."

Tixr will add value for both SJSEL and its event partners through mobile-optimized ticketing, branded checkout experiences, seamless digital ticket delivery, and a suite of tools geared towards providing flexibility and an improved experience for guests. Guests who have already purchased tickets will have them transferred to Tixr ahead of their event, with additional details shared directly with ticketholders.

"We've been building real momentum in Canada, and SJSEL is exactly the kind of partner that reflects where that's going," **said Stéphane McGarry, VP, Canada at Tixr**. "The Mary Brown's Centre and St. John's Convention Centre are beloved buildings in this province that we don't take lightly what it means to be the platform behind those experiences. We're here to make sure every guest interaction, from the first ticket purchase to the final encore, lives up to that."

SJSEL operates both the 7,000-seat Mary Brown's Centre, home of the Newfoundland Regiment and Newfoundland Rogues, and the St. John's Convention Centre. Major upcoming events include the Australian Pink Floyd Show, Jimmy Carr: Laughs Funny, the 2027 Canadian Country Music Association (CCMA) Awards, and the highly anticipated second season of the Newfoundland Regiment.

About St. John's Sports & Entertainment Ltd

St. John's Sports & Entertainment Ltd. (SJSEL), based in St. John's, Newfoundland and Labrador, is an incorporated entity with a mandate to operate exceptional facilities that provide value to citizens, businesses, and visitors by attracting events and activities that generate economic benefit and enhance community vibrancy through its world-class facilities—Mary Brown's Centre and St. John's Convention Centre. Guided by our vision of *"Reimagining Events. Igniting Connection. Moving People."*, we

consistently deliver an outstanding level of commitment, skill, and professionalism as we host exceptional experiences for local, national, and international audiences.

About Tixr

Tixr is a global technology leader modernizing ticketing and live event commerce. Tixr's award-winning operating system powers 700+ partners globally across sports, music festivals, venues and nightlife, travel, attractions, comedy, fandom conventions, and more in 60 countries. Founded in 2013 in Santa Monica, Calif., Tixr has evolved past legacy platforms with a reimagined way for fans to shop that feels nothing like traditional ticketing. With \$1B in sales annually, Tixr is one of the largest founder-led and controlled ticketing companies in the world with major capital commitments from top investors, including Dragoneer Investment Group, Verance Capital, and Sony. To learn more about Tixr and to check out upcoming events, please visit [Tixr.com](https://tixr.com) and creators.tixr.com.

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