The Cannery
Music Hall
at 12Crane St. Southbridge

"Finally, A classy place with great sound to see a good band!"

PRESS RELEASE

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SOUTHBRIDGE, MA. It's "more than a feeling" down at 12 Crane Street these days. That's because Bill Ryan, long time band Boston sound engineer and ex-technical director of North Brookfield's Longview Studios, has joined forces with visionary renovator Gabriel McCarthy to design and build a sensational new music venue called **The Cannery**.

Southbridge will come alive with music, theatre, and more on the stage inside the 250-plus capacity room. The metamorphosis of 12 Crane from a neglected industrial building into a hub of culture in Central Massachusetts nears completion with last week's premiere shows at **The Cannery**.

Conceived by Ryan and McCarthy as a classy, upper level performance venue using the latest in cutting-edge multimedia technologies, the room has dramatic high-ceilings, an elegant balcony, and spacious bar area. The acoustics and electronic equipment were given high priority.

The Cannery is a great sounding place to see regional and national acts. "We're trying to do something with a little more class and at a higher technical level than your run-of-the-mill bar," said Ryan. McCarthy and his partner Roderick Murphy are close to completing their 4-year renovation of the century-old former industrial building.

Southbridge's economic development director Cassandra M. Acly said she couldn't "express how much this project means to the town." 12 Crane also includes a restaurant, pub, microbrewery, pastry shop, and art gallery as well as several other offices and services.

Contact The Cannery for more info at 508.764.1100 and visit the website www.12crane.com

Tickets availible online: www.12crane.com

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