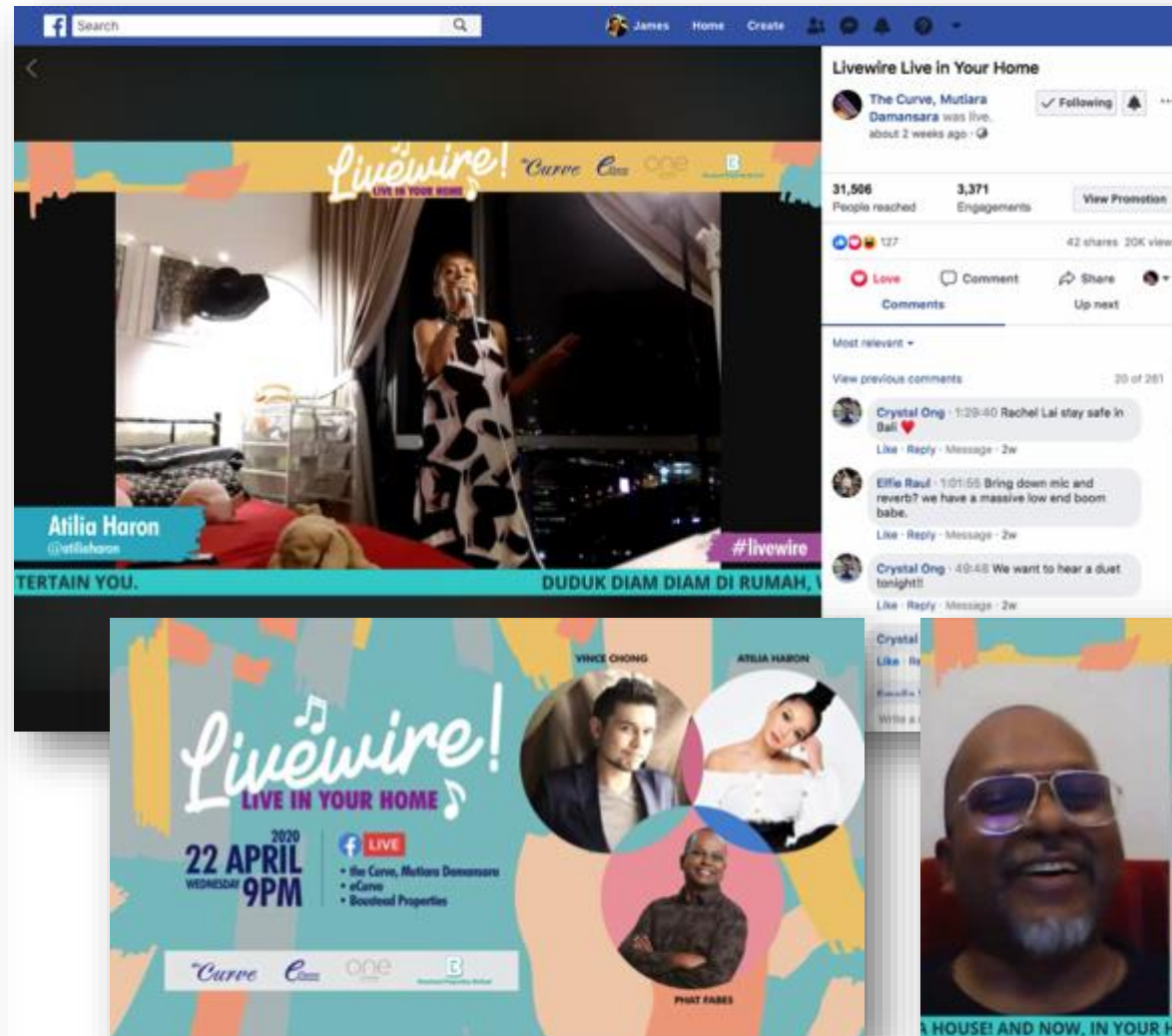


PORTFOLIO: THE CURVE LIVEWIRE! ONLINE CONCERT



How does a mall continue to engage with its fans during the MCO? The Curve shopping mall did it with an online concert. Livewire! Live in Your Home enjoyed a little under 30,000 views across 3 platforms, generating over 5,300 engagements. Beyond the numbers, it brought a little bit of joy to its fanbase helping everyone stay sane even as they stay safe in the safety of their homes.

