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INDUSTRY VETERAN BRUCE WHEELER JOINS WORLDWIDE ENTERTAINMENT GROUP [WEG] AS PRESIDENT, WEG'S LIVE PERFORMANCE GROUP

New York, New York (June 22, 2025) Worldwide Entertainment Group has announced the appointment of **Bruce Wheeler as President, WEG's Live Performance Group [WEG]**.

Bruce brings stellar experience in live entertainment and guest experiences along with label management. He will grow the live performance group inclusive of festivals, touring properties, corporate events among other properties, both producing live events in-house and out-of-house for WEG and their clients. In addition, Bruce will be working across all of the WEG Groups to include the Talent Management and Licensed Merchandise Groups.

Bruce Wheeler will report directly to Dave Lory, CO-Founder & President of WEG's Talent Management, Licensed Merchandise and Live Performance Groups. Lory says, "Myself and Dick Wingate have known Bruce for a few decades and always knew him to be ethical and artist friendly in all of his dealings. Those that dealt with Bruce either at Central Park Summer Stage, The Capital Theater and most recently at The Beacon Theater in New York City, have known Bruce to be the ultimate professional in running a live event and we are so happy he is with us to lead this important group within the WEG portfolio".

Wheeler commented, "I'm thrilled to join Dave, Dick, Joshua, and the outstanding team already in place as we launch this division within WEG. We'll produce, promote, and present compelling shows, tours, and events, while also developing new properties and uncovering fresh opportunities in the live entertainment space."

For more information you can reach Dave Lory at dlory@wweg.com or by calling 917.744.1904. Information about WEG can be found at www.wweg.com.

ABOUT Bruce Wheeler

<https://www.linkedin.com/in/brucewheeler/>

Bruce Wheeler has extensive experience in entertainment, hospitality, and corporate events, excelling in crafting memorable experiences and managing high-stakes projects. He is known for leading cross-functional teams and spearheading strategic initiatives, such as fundraising campaigns during the pandemic and internationally acclaimed event production and sponsor relations through Babylon Productions. He also has a stellar record of elevating operational efficiency, maximizing revenue streams, and fostering high standards for staff and patrons across diverse venues, ranging from nonprofit cultural institutions to global touring productions.

Most recently, Bruce served as the Senior Director Theatre Operations for the Beacon Theatre – New York, NY where he led end-to-end operational strategy for the 2,800-capacity theatre. He is recognized for managing other high-profile venues, including the 2,000-capacity Capitol Theatre, and the 5,500 capacity Central Park SummerStage, driving operational excellence, optimizing budgets, and enhancing the guest experiences. He is a well-networked, trusted collaborator and innovator with a credible history of executing complex, high-pressure events and delivering superior results across multiple continents.

ABOUT Worldwide Entertainment Group (WEG):

Founded in late 2024, Worldwide Entertainment Group (WEG) based in New York is an innovative entertainment and music management group focused on a holistic approach to artists and programs that develop careers but also serve them within all assets of the business needs. Led by entertainment veteran executives Joshua Simons, Dave Lory, and Dick Wingate the company is in a unique position to provide the full spectrum of services including talent management, marketing, promotion, licensing, event management and career development. For more information about Worldwide Entertainment Group (WEG) please visit www.wweg.com

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