



## **BACKSTREET BOYS: THE EXPERIENCE**

### **GRAMMY MUSEUM® PRESENTS THE ULTIMATE BACKSTREET BOYS FAN EXPERIENCE WITH PERSONAL MEMORABILIA AND IMMERSIVE INTERACTIVES**

**LOS ANGELES (MARCH 6, 2019)** — The Backstreet Boys have proven to be one of the most successful groups in music history during their nearly three decade career, making them one of pop's most influential performers. To celebrate the group's career, the GRAMMY Museum® proudly presents *Backstreet Boys: The Experience*, a one-of-a-kind fan experience that opens to the public on Wednesday, April 10 and runs until Sept. 2, 2019.

*Backstreet Boys: The Experience* captures the spirit of the Backstreet Boys through authentic personal memorabilia, wardrobe, artwork and photography. It will also feature immersive photo and video interactive experiences that will allow their legion of fans to engage with the group's music and history like never before, including a fan confessional booth that will allow fans to record a message directly to the group.

"From the beginning of our career, we have always made it a priority to interact with our fans," says AJ McLean. "This exhibition is a perfect way to share our favorite memories with the people who made our dreams a reality."

"The Backstreet Boys re-defined pop music as we know it creating a dedicated fan phenomenon that still exists almost 30 years later," says the Museum's Executive Director Michael Sticka. "We're thrilled to celebrate the group's unique commitment to their fans and vice versa while producing a one-of-a-kind immersive interactive environment."

On April 8, Backstreet Boys will take part in the Museum's intimate Public Program series, where they will share never before heard stories from the past 25 years. JoJo Wright from KIIS-FM will be moderating the Program taking place at the Museum's Clive Davis Theater, and [PEOPLE](#) will exclusively live stream the event on [Facebook](#)."

For official press photos, visit [here](#).

Tickets to the GRAMMY Museum are available for sale at [www.grammymuseum.org](http://www.grammymuseum.org).

#### **ABOUT THE GRAMMY MUSEUM**

Established in 2008 as a partnership between the Recording Academy™ and AEG, the GRAMMY Museum® is a non-profit organization dedicated to cultivating a greater understanding of the history and significance of music. Paying tribute to our collective musical heritage, the Museum explores and celebrates all aspects of the art form—from the technology of the recording process to the legends who've made lasting marks on our cultural identity. In 2017, the Museum integrated with its sister organization, the GRAMMY Foundation®, to broaden the reach of its music education and preservation initiatives. As a unified organization, today, the



GRAMMY Museum fulfills its mission of making music a valued and indelible part of our society through exhibits, education, grants, and public programming.

For more information, visit [www.grammymuseum.org](http://www.grammymuseum.org), "like" the GRAMMY Museum on [Facebook](#), and follow @GRAMMYMuseum on [Twitter](#) and [Instagram](#).

### **ABOUT BACKSTREET BOYS**

For 25 years the Backstreet Boys, one of the most successful groups in music history, has delivered the finest pop music one has to offer, making them one of pop's most influential performers. With countless #1s, record-setting tours, numerous awards and worldwide sales in excess of 130 million, BSB has been recognized as the best-selling boy band in history. On January 25<sup>th</sup>, Backstreet Boys released their 10<sup>th</sup> studio album *DNA* on RCA Records. The album debuted at #1 and features the Top 10 hit "Don't Go Breaking My Heart," which was nominated for the "pop Duo/Group Performance" at this year's 61<sup>st</sup> GRAMMY Awards®. On May 11<sup>th</sup>, the Backstreet Boys will kick off "The DNA World Tour," which is the group's biggest arena tour in 18 years. Over the course of 3 months, the group will perform all over Europe and North America, headlining venues such as the Staples Center in Los Angeles, the Barclays Center in Brooklyn and the Bridgestone Arena in Nashville. BSB's Las Vegas Residency "Larger Than Life," which became the fastest selling residency in Las Vegas history, will come to an end in April 2019. <https://www.backstreetboys.com>

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