



3849 Lake Michigan Drive NW Grand Rapids, MI 49534
Tel. (616)791.0095 Fax. (616)791.4419 Toll Free 888.655.7263

Founded in 1981 and located in Grand Rapids, MI, Kramer Entertainment was established as an entertainment booking agency with the goal to provide entertainment to colleges and specializing in managing, scheduling and touring entertainment acts. We began to identify and meet the needs of the entertainment industry by manufacturing and developing high-tech interactive attractions to provide one-of-a-kind experiences for colleges across the country. Over time as we continued to grow, sales staff, support staff and more event crew were added to meet the demand of the industry and marketplace.

In 2003, largely due to our growing presence in the college entertainment field, the college industry approached and specifically requested that we develop educational based programming to provide on campus relating to impaired driving. As a result we developed a division, Education Systems Support, Inc. (ESSI) & Save A Life Tour, Inc. specifically geared toward educational programming. Upon its creation, a variety of highly innovative, immersive learning and educational programs were developed, including the **Save A Life Tour** and the **Dome Theater**.

The **Save A Life Tour** was created to meet the industry need for a program that shed light on the dangers of drinking and driving by providing state-of-the art, interactive, hands on simulation to students at colleges. The **Save A Life Tour** progressively evolved and expanded to include a separate educational component to address distracted driving and now includes presentations at high schools and military installations all over the country.

Through working with the military to create awareness for our men and women in uniform, the **Save A Life Tour** has also traveled to over 200 different Army, Navy, Marine and Air Force installations all over the world. Since 2008 the **Save A Life Tour** has been presented at over 150 installations across the United States, including stops at the Pentagon, Marine Corps Headquarters in Quantico, VA, Navy Headquarters in Norfolk, VA, and bases in Alaska and Hawaii. The **Save A Life Tour** has also brought its message overseas with presentations at installations in Korea, Japan, Germany, Belgium, the Netherlands and Italy.

From the feedback we have received from hundreds of clients, it has become very clear that this program is effective and does save lives. With this motivation we continue to expand the program to educate students on all destructive decisions made while operating a motor vehicle. Because of this, the program now includes not only a distracted driving component, but also information on motorcycle safety, seatbelt use and driving while drowsy.

Another interactive educational program we tour is the **Curiosity Dome**. The **Curiosity Dome** began touring as a way to bring excitement of science to elementary schools. Featuring immersive, museum-quality educational programs presented in a mobile planetarium style theater offering the latest audio and visual learning technologies, the shows cover a broad range of subject areas and brings a planetarium field trip experience to elementary school students nationwide.



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Some notable entertainment performances we have been a part of over the years include appearances on the Today Show and at major sporting events like the World Cup, Super Bowl, the Olympics and Final Four tournaments. We have even worked with some of the country's top comedians including Jay Leno, David Spade and Kevin James.

In 2012 we underwent a change in leadership with a refreshing look toward the future of education and entertainment. As a result, in 2018 we began to operate under the name- Matrix Entertainment. Today Matrix continues to specialize in touring the **Save A Life Tour** and **Dome Theater** throughout the country, as well as touring entertainment activities and more, including hypnotists, game shows, musicians and comedians. We also continue to manufacture and tour our own one of a kind programming like **Emotion Matrix**, **Clearly You Crystal Laser Imaging** and **Tactical Laser Tag**, with new programs being developed every year.

Matrix is a proud member of several active organizations including **National Association for Campus Activities (NACA)**, **Association for Programming Campus Activities (APCA)**, **Great Lakes Planetarium Association (GLPA)**, **Government Highway Safety Association (GHSA)** and **Lifesavers – National Conference on Highway Safety Priorities**.

