



**98° TO RELEASE NEW CHRISTMAS ALBUM  
AND EMBARK ON THEIR FIRST EVER CHRISTMAS TOUR  
COMING TO THE FLORIDA THEATRE NOVEMBER 30  
TICKETS GO ON SALE FRIDAY, AUGUST 18**

*Jacksonville, Fla.* – 98° have made their Christmas plans for this year. The vocal quartet comprised of Nick Lachey, Drew Lachey, Justin Jeffre and Jeff Timmons are renowned for signature R&B-tinged, four-part harmonies will release *Let It Snow*, their new Christmas album on October 13, 2017 via UMe.

To support their new holiday album, 98° will embark on a 31-city tour, they will play the historic Florida Theatre on Thursday, Nov. 30 at 8pm. Concert goers can expect a high-energy 98° show featuring holiday songs from their new album, as well as their beloved hits.

Friends of the Florida Theatre at the Ensemble Level and above can purchase tickets on Monday, August 14. Eclub members can use their code word to buy tickets on Thursday, August 17 at 9am. Tickets for the general public go on sale Friday, August 18 at 10am. Tickets are \$75.00-\$35.00 and can be purchased at [floridatheatre.com](http://floridatheatre.com), at the box office or by calling the box office at 904.355.ARTS(2787). VIP pre-sale tickets for the tour begins August 15, for more details, visit [98degrees.com](http://98degrees.com).

*Let It Snow* is their first new album in four years and a follow-up 18 years in the making to the now classic and platinum certified album *This Christmas*.

Preorder *Let It Snow*: <https://UMe.Ink.to/LetItSnow>

Recording *Let It Snow* was an easy decision. "As a group, our favorite record, hands down, is *This Christmas*," says Drew. "We're proud of the music, the harmonies, the production. It's a Christmas record that every year people can put on and enjoy."

*Let It Snow* features 12 Christmas songs such as the title track, "Let It Snow," "What Christmas Means To Me," originally recorded by Stevie Wonder, "Little Saint Nick" and "Run Rudolph Run." Each track was personally selected by each member of the band. The full track listing and song premiere will be released in the coming weeks.

2017 also marks the 20<sup>th</sup> anniversary of the group's debut self-titled release. "It's a special year for us – it's the 20th anniversary of our first release on Motown Records," says Nick. "So, it just seemed like the perfect moment to revisit *This Christmas* and do a Volume Two."

98° has sold more than 10 million records worldwide, their four-million selling album, *98° and Rising* (1998, Motown Records), spawned the top-5 favorites "Because of You," "I Do (Cherish You)," and "The Hardest Thing," while 2000's *Revelation* (Universal Records), which sold 2 million copies, peaked at number 2 on the Billboard 200 and yielded a trio of hits, "Give Me Just One Night (Una Noche)," "My Everything" and "The Way You Want Me To." The group has also collaborated on the chart-topping single, "Thank God I Found You," with Mariah Carey and Joe, and their collective idol, Stevie Wonder, on "True to Your Heart," for the 1998 animated Disney film, *Mulan*.

The Florida Theatre's 2017 season is sponsored by Community First Credit Union. For a complete list of upcoming season events, visit [floridatheatre.com](http://floridatheatre.com).

*[Florida Theatre](#) : From ballet and opera to contemporary pop, jazz, rock, country and blues the nonprofit Florida Theatre offers 200 cultural and entertainment events annually for every taste and age. More than just an entertainment center, The Florida Theatre is also home to graduations, awards ceremonies, lectures, business meetings and charity events that support the community's schools, churches, hospitals and civic groups. As an anchor to downtown development along the beautiful St. Johns River, The Florida Theatre draws 250,000 people to Jacksonville's center each year. The magnificently restored Florida Theatre is recognized as one of the finest concert venues in the Southeast. It is listed on the National Register of Historic Places. The Florida Theatre holds special memories for four generations. From the Vaudeville acts and silent films of its earliest days to today's blend of performances of all kinds, The Florida Theatre has served as Jacksonville's premier entertainment center since 1927.*

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