

For Immediate Release

Contact: Kathryn Wills, Director of Marketing
kathryn@floridatheatre.com



**DR. JORDAN PETERSON ANNOUNCES 12 RULES FOR LIFE TOUR
FLORIDA THEATRE ON SEPTEMBER 16
On Sale Friday, June 29 |10am**



Renowned professor, clinical psychologist and bestselling author Dr. Jordan B. Peterson is bringing his live lecture to the historic, nonprofit Florida Theatre on Sunday, September 16 at 7:30pm as part of the second leg of his **12 Rules for Life 2018 Tour**.

Friends of the Florida Theatre at the Ensemble level and above can buy tickets now. Eclub members can use their code word on Thursday, June 28 at 9am. General public can purchase tickets at 10am on Friday, June 29 at the box office, by calling 904.355.ARTS(2787) or at floridatheatre.com

This one-of-a-kind evening with Dr. Peterson features his revolutionary lectures on overcoming life's biggest obstacles, how to improve oneself, the psychology of religion, mythology and much more. Following the lecture, audience members will have the opportunity to participate in a Q &A. A limited number of VIP meet and greet tickets are also available.

Dr. Jordan B. Peterson is a clinical psychologist, cultural critic, former Harvard Professor, and currently a professor at the University of Toronto. His main areas of study are the psychology of religion and ideological belief, and the assessment and improvement of

personality and performance. Dr. Peterson has published over one hundred scientific papers, as well as authored *MAPS OF MEANING: THE ARCHITECTURE OF BELIEF*, and the bestselling *12 RULES FOR LIFE: AN ANTIDOTE TO CHAOS* (January 2018).

At Harvard, he was nominated for the prestigious Levinson Teaching Prize, and has been regarded as one of three of UofT's truly life changing professors. His classroom lectures on mythology and psychology were so well received that they were turned into a popular 13-part series on TVO.

[Dr. Peterson's YouTube Channel](#) has more than 800, 000 followers, with videos averaging 1 million views, and features his university and public lectures, responses to polarizing political crises of today and interviews with experts.

Dr. Peterson and his colleagues have produced online programs aimed at helping people understand their personalities and improve their lives. He has appeared on news sources such as BBC, Channel 4, as well as several popular podcasts and shows, including the *Joe Rogan Experience*, *Under the Skin with Russell Brand*, *The Rubin Report*, and many more.

This tour is presented in partnership with Live Nation Entertainment.

About Live Nation Entertainment

Live Nation Entertainment (NYSE: LYV) is the world's leading live entertainment company comprised of global market leaders: Ticketmaster, Live Nation Concerts, and Live Nation Media & Sponsorship. For additional information, visit www.livenationentertainment.com.

The historic nonprofit Florida Theatre is sponsored by Community First Credit Union. For a complete list of upcoming events or to buy tickets visit the Theatre's official web site 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.

###