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FOR IMMEDIATE RELEASE:

**SOARING GLASS PAVILION IN THE PEARL  
IS PORTLAND'S NEWEST EVENT VENUE  
WEST COAST EVENT PRODUCTIONS, INC. INTRODUCES  
"PURE SPACE"**

PORTLAND, OR (April 8, 2010) – West Coast Event Productions, Inc. announces Portland's newest urban event venue: **Pure Space**. With expansive glass walls rising 25 feet to meet ceilings that in some places soar to over 40 feet, the pavilion has a capacity for up to 1,000 guests. Conveniently located in the North Pearl at NW 14<sup>th</sup> and Overton (close to the Portland Streetcar line with ample street parking), the open, airy space is ideal for all types of events, including product launches, auctions, weddings, trade shows, meetings and celebrations.

The building, "14 Square," totaling 50,000 sq. feet, is owned by Overton Pearl 2LLC and was developed by Mark Madden. The pavilion is leased to West Coast Event Productions, Inc. (WCEP), Oregon's largest event production company.

Duane Smith, President of WCEP, says the venue is one of the most versatile he's ever worked with. "We're marketing the room as **Pure Space** because it's completely flexible. Our designers and event planners can adapt it to showcase events up to 1000 guests or for smaller, more intimate meetings and gatherings." Since its completion, **Pure Space** has been used by Portland Fashion Week and for numerous other events. "Aside from the Oregon Convention Center," Smith added, "**Pure Space** can accommodate the largest number of guests in the most accessible location."

West Coast Event Productions, Inc., located on NW 15<sup>th</sup> and Pettygrove, was founded 30 years ago by Duane Smith. The nationally recognized full service event company has offices in Portland, Bend and Las Vegas, and services the entire west coast. Its staff of planners, designers and technicians produce more than 3,000 events per year. Visit [www.wcep.com](http://www.wcep.com) for more information or call (503) 294-0412.

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