

# Atlantic City beach concert season starts this week

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Pink, known for her aerial and acrobatic live shows but missing from the music scene for three years, and rising country star Brantley Gilbert kick off Atlantic City's beach concert series this week.

A pop music singer originally from nearby Doylestown, Pennsylvania, Pink performs Wednesday.

She is an international crossover superstar with a 22-year music career, who has had No. 1 pop singles in the last two decades and has scored hits on the R&B and hip-hop, pop, dance and adult top 40 charts.

Gilbert entertains Thursday.

The vocalist, from Georgia, is a country music star with a 12-year career, who has four Top 10 country hits and has done four headlining tours.

On Aug. 3, the music switches to R&B and hip-hop with the Ruff Ryders and Friends, including DMX, Ja Rule, Ashanti, Fat Joe and The Lox.

Chris Howard, executive director of the Casino Reinvestment Development Authority, said he expects the evening midweek concerts to have an impact on the occupancy rates at hotels and motels in Atlantic City.

"Even if you are going to one, I think there will be people who are staying overnight as a result," Howard said.

These midweek summer events mean a lot to Atlantic City, Howard said.

"The Pink show is her only East Coast appearance," Howard said. "It's a destination event midweek. We're talking about bringing tens of thousands of people into the city over a couple of days, not on a weekend, for what really should be world-class entertainment."

One of the things the CRDA has been trying to do is get people here midweek, Howard said. The place is packed on weekends already, and midweek is where they are trying to make an impact, he said.

"That's the primary focus for the beach concerts this year," Howard said.

While Pink may not have quite the commercial force of Adele or Taylor Swift, she has been a remarkably consistent pop music seller during her 22-year recording career, while also switching up styles. All six of her full-length studio albums have sold at least 1 million copies.

Pink will give only her third concert this year after a three-year absence from the stage, and after giving birth to her second child in December.

The big question with Pink's show is how much of her aerial acrobatics she will be able to do outdoors.

During Pink's last concert tour, she sang — no lip syncing — while doing things most pop stars would never attempt: twirling on hanging drapes of fabric, bouncing from bungee ropes from the rafters, and soaring across the arena on cables.

The Milwaukee Journal Sentinel newspaper and [onmilwaukee.com](http://onmilwaukee.com) reviewed Pink's show July 2 in the sold-out American Family Insurance Amphitheater during Summerfest.

During the 90-minute concert, she performed with six dancers and sang 19 songs, including her No. 1 pop hits, "So What," "Raise Your Glass" and "Just Give Me a Reason." She also sang covers of Led Zeppelin's "Babe I'm Gonna Leave You" and Kris Kristofferson's "Me and Bobby McGee."

Hot adult contemporary radio station WSJO-FM 104.9, commonly called SoJO and based out of Northfield, will be one of the radio stations at the Pink show. SoJo will be stationed in the Dennis Courtyard at Bally's Atlantic City.

Heather DeLuca, SoJO's program director and midday radio host, said Pink is a core artist of the station and is quintessential with what SoJO represents, a strong female artist. SoJO's plays about 80 percent of the songs Pink has ever released as singles, DeLuca said.

DeLuca saw Pink's only previous Atlantic City performance, opening for rocker Lenny Kravitz in July 2002 at the now defunct Trump Taj Mahal Casino Resort, and in 2013 at the Wells Fargo Center in Philadelphia.

"This is huge for Atlantic City that she's a Philly girl, and there is no better crowd she will ever find than what she is going to get from her fans here in Atlantic City on the day of this concert," DeLuca said.

Unlike Pink, Gilbert comes to Atlantic City to promote a new CD, "The Devil Don't Sleep," which was released in January and is his second consecutive No. 1 country album.

Gilbert started his music career in 2005, but his breakthrough came in 2010 when singles he wrote for Jason Aldean, "My Kinda Party" and "Dirt Road Anthem," were released. He also performs those songs during his shows.

In 2010, Gilbert made his impact as a solo artist as his second full-length album, "Halfway to Heaven," reached No. 4 on the country charts and No. 4 on the Billboard 200 and sold more than 1 million copies.

Gilbert has had four No. 1 country airplay singles since 2011: "Country Must Be Country Wide," "You Don't Know Her Like I Do," "Bottoms Up" and "One Hell of an Amen."

The Academy of Country Music Awards' top new new male artist of 2013 played all four of these hits and 12 other songs during a concert in April in Mississippi, according to [Setlist.com](http://Setlist.com).