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Dora adds to list of sell-outs

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When it came to today's Dora the Explorer shows, the MassMutual Center had to explore new ways to configure its seating.

Although organizers originally planned to sell about 3,000 seats for each of today's two shows, which feature a popular children's character, rapid ticket sales soon made it apparent that many more would be needed.

"We pushed the stage back as far as we could and we've literally sold every seat available," said Ben Gibbs, marketing director for the MassMutual Center.

Gibbs said the two Dora the Explorer shows would wind up selling more than 4,000 tickets each, which will constitute a capacity crowd for each. Gibbs added that different shows allow for varying numbers of seats to be sold.

Martina McBride also sold out the arena on Feb. 11, which marked the first capacity crowd there in 15 years. Her smaller stage set-up made it possible to sell more tickets – about 5,200 – including more side-view seats. The Dan Kane Singers also sold out the center recently. That show's capacity was 4,200.

Gibbs also expects tomorrow night's Harlem Globetrotter shows may sell out. A Motley Crue concert on March 6 is also expected to do well.

"Ticket sales for all our concerts and family shows have been amazing," said Global Spectrum's Pat Montgomery, general manager of the MassMutual Center. "Capacity crowds will certainly demonstrate the Pioneer Valley is a must play destination for future shows."

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