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**THE
SHIFT
STUDIO**



PRESS RELEASE

McFarlane Promotions Rebrands as The Shift Studio to Elevate Live Event Experiences

SAN DIEGO, CA (FEBRUARY 25, 2026) – McFarlane Promotions today announced its transition to The Shift Studio, a new name that reflects the evolution of the company’s work, expertise, and vision. Building on more than two decades of producing high-profile events, this next chapter honors the legacy of McFarlane Promotions while signaling a sharper focus on delivering elevated, memorable live experiences.

Since its founding, McFarlane Promotions has planned and produced complex events including Broad Arrow Auctions, Motorlux, the La Jolla Concours d’Elegance, Major League Baseball All-Star Game, Chargers 50th Anniversary Celebration, San Diego Pride Festival & Parade, and the City of San Diego’s December Nights, among others. Over the years, the company’s scope, scale, and ambition have expanded, and The Shift Studio reflects that progression with a name that embodies its leadership and vision in the live events industry.

The Shift Studio remains rooted in live event planning, coordination, and production, driven by an industry-leading team of producers, planners, and creatives. Specializing in luxury lifestyle and automotive events, the studio combines design-driven, detail-oriented execution with strategic thinking to craft immersive experiences. From large-scale showcases to brand-driven activations and community-focused events, every engagement is delivered with precision, creativity, and care.

“Events are evolving, and we are excited to be part of that evolution,” said Jenna Thompson, Senior Director of Event Creative & Operations at The Shift Studio. “Clients are looking for experiences that are elevated, intentional, and deeply engaging. The Shift Studio allows us to bring together experiential design and strategic insight to create remarkable moments.”

With this transition, The Shift Studio emphasizes storytelling, innovation, and immersive design. The team focuses on transforming spaces, weaving narratives into every touchpoint, and orchestrating experiences that linger in memory, leveraging its deep expertise to elevate every detail.

“As our work has grown in complexity and scale, so too has our ability to deliver transformative live experiences,” said Laurel McFarlane, Founder and CEO of The Shift Studio. “The Shift Studio reflects our

commitment to combining strategic vision with meticulous execution, ensuring every project—from luxury lifestyle events to high-profile automotive showcases—is seamless, innovative, and unforgettable.”

McFarlane also serves as Vice President of Events and Experiences at Hagerty, a role that strengthens the studio’s industry perspective and connections. Her leadership ensures consistency, vision, and strong client relationships across all projects while bringing insights from one of the most recognized brands in automotive lifestyle.

The Shift Studio builds on a legacy of excellence while looking ahead to the next era of live events, continuing to shape experiences that are both meaningful and unforgettable.

For more information, visit TheShiftStudioEvents.com.

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