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Muskegon Lakeshore 4th of July Celebration Returns Bigger Than Ever

This 4th of July, thousands will flock to Downtown Muskegon to attend the popular Lakeshore Art Festival and RockStock Music Festival. The festivities take place Friday, July 1 and Saturday July 2 with art, children's activities, music, food, beverage tents, Saturday night fireworks and more.

LAKESHORE ART FESTIVAL GROWS WITH RECORD NUMBER OF ARTISTS:

The Lakeshore Art Festival received a record number of exhibitor applications for its fourth year. Event coordinators state that the festival will have 300 fine art and fine craft booths along the streets of Western Avenue and filling Hackley Park. The fine art in Hackley Park will feature 15% more booths than in the 2015 show.

"We're thrilled with the caliber of artists that will be exhibiting at this year's show," says Lakeshore Art Festival Director, Carla Flanders. "There was a 20% increase in the number of exhibitor applications we received this year and one third of the applicants have never been to the show in the past!" The Lakeshore Art Festival has been recognized by Sunshine Artist Magazine as one of the top 100 art festivals in the country. Festival organizers believe that this national attention played a role in the number of new exhibitors applying to this year's show.

During the festival, Downtown Muskegon will be packed with live and interactive arts, street performers including musicians, magicians and more, and back by popular demand, the Muskegon Center for the Arts community canvas project for all to participate in. This year's festival will also feature many new attractions including new interactive art opportunities, an enhanced Children's Lane, a student art showcase and more. More information regarding the festival will be announced in the coming weeks.

While the Lakeshore Art Festival fills the streets of Downtown Muskegon on July 1 and 2 from 10am-6pm, RockStock Music Festival will take the stage at Heritage Landing in the evening with concerts, food vendors, a beverage tent, picnic area and Saturday night fireworks.

MUSKEGON ROCKSTOCK RETURNS TO HERITAGE LANDING WITH NATIONALLY RECOGNIZED ACTS:

Muskegon RockStock Music Festival will take over Heritage Landing on July 1 and 2 with gates opening at 5pm. The Friday night lineup will feature *Joshua Davis* with special guest *Steve Rivers*. Saturday night, *Led Zeppelin 2* will take the stage with special guest *Crazy Babies*. The celebration will conclude with fireworks on Saturday night.

“We’re thrilled with the acts that will be taking the stage at RockStock this year,” says Festival Director, Brandon Baskin. “Joshua Davis has a big following from his time on NBC’s *The Voice* and Led Zeppelin 2 is known to put on fun-for-all, high energy shows.”

Tickets for RockStock Music Festival go on sale Sunday, May 15. They are just \$10 per person, per night or \$15 for a weekend pass, which will be available for purchase until June 15, 2016. Veterans, active military, and kids 12 and under are all free. RockStock tickets are available at www.startickets.com or at the Frauenthal Box Office. Discounted ticket packages are available for Muskegon Lakeshore Chamber of Commerce members. Chamber members can contact the Chamber at 231-722-3751 for discounted ticketing information.

The Lakeshore Art Festival is an event of the Muskegon Lakeshore Chamber of Commerce. The Lakeshore Art Festival and Muskegon RockStock could not happen without the support of local organizations including; DTE Energy, Tyler Sales, Nichols, Hines Corporation, ADAC Automotive, Betten-Baker Auto Group, Northern Machine Tool, Port City Group, Alcoa, Fit4Mom Muskegon, Meijer, Brunswick, Comerica Bank, Bellabay Realty, Staples, Envigor, Home Depot, Muskegon Center for the Arts, Muskegon Museum of Art, Ramos & Sons Body Shop and Revel.

Opportunities for sponsorship and volunteering are still available. More details on the events and how to get involved can be found at www.lakeshoreartfestival.org and www.muskegonrockstock.com. Also, be sure to follow both events on Facebook for daily updates as the Muskegon Lakeshore’s 4th of July Celebration nears.

ABOUT THE CHAMBER

The Muskegon Lakeshore Chamber of Commerce is the premier business membership organization on the lakeshore representing approximately 1,150 businesses and organizations. The Muskegon Chamber represents businesses of every size and type all over West Michigan. The Chamber is celebrating more than 120 years in operation working to sustain an environment for business success through community leadership, promotion, inclusive business advocacy and valued member services. The Muskegon Chamber is a four-time award winning Chamber, being named Chamber of the Year for the State of Michigan in 2006, 2010, 2012 and 2015 by the Michigan Association of Chamber Professionals.

MISSION OF THE LAKESHORE ART FESTIVAL

To create a vibrant, sustainable art and craft event showcasing the Muskegon lakeshore. Featuring a juried fine art show, craft fair, artisan food market, children’s area, interactive art and performing arts/entertainment. Attracting visitors, artists and crafts people from across the country and enhancing the economic impact of the area while fostering art and cultural awareness.

ABOUT MUSKEGON ROCKSTOCK MUSIC FESTIVAL

Muskegon RockStock started in 2008 as a way to showcase the local music scene and those that rock the Muskegon nightlife. It has become an annual event featuring not just local bands, but popular regional bands as well.