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CONTACTS:

CARLA FLANDERS

LAKESHORE ART FESTIVAL

PHONE: 231-724-3176

cflanders@muskegon.org

CECILIA RILEY

MUSKEGON LAKESHORE

CHAMBER OF COMMERCE

PHONE: 231-724-3174

criley@muskegon.org

BRANDON BASKIN

ROCKSTOCK MUSIC FESTIVAL

PHONE: 231-638-7120

bbaskinenterprises@gmail.com

Music, Art and Fireworks Planned for Fourth of July Weekend on the Muskegon Lakeshore

Local organizations are collaborating to produce a fun-filled Fourth of July celebration for area residents and visitors. This community celebration will include the well-established Lakeshore Art Festival and RockStock Music Festival on Friday, July 3 and Saturday, July 4. The event will culminate with a Fourth of July fireworks show coordinated by the Muskegon Lakeshore Chamber of Commerce.

A group of local businesses proposed to the Muskegon Lakeshore Chamber of Commerce Board of Directors that the Chamber produce the fireworks display in conjunction with coordinating the Lakeshore Art Festival. The Muskegon Lakeshore Chamber of Commerce then contracted B. Baskin Enterprises to organize RockStock Music Festival at Heritage Landing. "Coordinating the Fireworks Show, just makes sense," says Cindy Larsen, President of the Muskegon Lakeshore Chamber of Commerce. "The music at Heritage Landing and fireworks will provide Lakeshore Art Festival attendees with evening activities and keep people in the community for the duration of the holiday weekend."

During the day, guests can participate in the popular Lakeshore Art Festival with fine arts, crafts, children's activities, interactive art projects, food and street performers. In the evening, guests can enjoy the festivities at Heritage Landing where RockStock will feature local and regional music favorites, food vendors, a beverage tent and picnic area.

Entertainment will begin at the Lakeshore Art Festival July 3 and 4 from 10am-6pm with nearly 300 art, craft, food and children's lane exhibitors, four street performer locations and interactive art opportunities. Live musical performances continue at Heritage Landing at 6pm, with gates opening at 5pm. Friday musical guests include the popular *Crane Wives* with special guest *Bennett* and *Room Full of Elephants*. Back by popular demand, Saturday night will feature *Mega 80's* along with *Let There Be Rock* and *The After Effect*. The celebration will end with a Fourth of July fireworks display.

The Lakeshore Art Festival is free to attend and open to the general public. RockStock Music Festival tickets are \$5 per person, per night or \$8 for a weekend pass. Veterans, active military, and kids 12

and under are all free. RockStock tickets will go on sale May 15, 2015 and will be available on www.startickets.com or at the Frauenthal Box Office. Discounted ticket packages will be available for Muskegon Lakeshore Chamber of Commerce members. Chamber members can contact the Chamber at 231-722-3751 for ticketing information.

This event could not happen without the support of local organizations including; Tyler Sales, Muskegon Lakeshore Chamber of Commerce, Nichols, Hines Corporation, Port City Group, ADAC Automotive, Alcoa, Northern Machine Tool, Consumers Energy, Mlive/The Muskegon Chronicle, Betten Auto Group, and The Community Foundation for Muskegon County.

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.

ABOUT THE MUSKEGON LAKESHORE CHAMBER OF COMMERCE

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 over 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 three-time award winning Chamber, being named Chamber of the Year for the State of Michigan in 2006, 2010, and 2012 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.