



# Festival Media Advisory

## FOR IMMEDIATE RELEASE

Contact: Kat Paye  
NCF Executive Director  
(231) 947-4230  
[kat@cherryfestival.org](mailto:kat@cherryfestival.org)

Mandy De Puy  
Marketing and Communications Manager  
231-649-3102  
[mdepuy@cherryfestival.org](mailto:mdepuy@cherryfestival.org)

### **Rock Icon Daughtry to Perform at the 100<sup>th</sup> National Cherry Festival**

TRAVERSE CITY, Mich. (March 9, 2026) – Rock powerhouse Daughtry will take the stage at the Pepsi Bayside Music Stage on Thursday, July 9, as part of the 100th National Cherry Festival.

One of the best-selling rock bands of the 21st century, Daughtry has sold out concerts worldwide and earned multiple GRAMMY®, American Music, and Billboard Music Awards. Their self-titled debut was the fastest-selling rock debut in SoundScan history and produced four Top 20 hits, including the Top Five singles “It’s Not Over” and “Home.” The band has continued to deliver chart-topping hits and Platinum albums while returning to their hard rock roots with recent releases.

"We're thrilled to welcome Daughtry to the Pepsi Bayside Music Stage during our 100th Festival," said Kat Paye. "Rock has always had a strong following in Northern Michigan, and we can't think of a better way to celebrate 100 years than with a night of powerhouse vocals and nonstop energy."

Tickets go on sale Friday, March 13 at 9:00 a.m. at [cherryfestival.org](http://cherryfestival.org).

Ticket prices are as follows:

- Premium Reserved Seating: \$90 - \$62 (depending on seat location)
- General Admission: \$58
- GT Band EDC VIP Deck: \$183

The Pepsi Bayside Music Stage, presented by Blue Cross Blue Shield of Michigan and 910 Media Group, with support from Jim Beam and Bell's Brewery, is one of Northern Michigan's premier summer concert venues.

Celebrating 100 years, the 2026 National Cherry Festival honors Northern Michigan's iconic cherry industry, cherished traditions, and the community spirit that has brought generations together. For decades, families and visitors have gathered along the shores of West Grand Traverse Bay, and this centennial year promises to be the most memorable yet.

For more information and to purchase tickets, visit [cherryfestival.org](http://cherryfestival.org).