



Festival Media Advisory

FOR IMMEDIATE RELEASE

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Country Music Star Justin Moore to Perform at the 100th National Cherry Festival

Traverse City, Mich. (January 12, 2026) – The National Cherry Festival is thrilled to announce that multi-platinum country hitmaker Justin Moore will perform on the Pepsi Bayside Music Stage, presented by Blue Cross Blue Shield of Michigan, on Friday, July 10, 2026, as part of the Festival's 100th celebration.

Over the past decade, Moore has built a devoted following with his traditional country sound, heartfelt songwriting, and electrifying live performances. His latest single, "This Is My Dirt," recently earned him his 13th No. 1 hit, following the RIAA PLATINUM-certified duet "You, Me, and Whiskey" with Priscilla Block. Other chart-topping hits include "Lettin' The Night Roll," "If Heaven Wasn't So Far Away," and "Small Town USA." Moore has earned multiple nominations and accolades from the ACM, ACA, CMT, People's Choice, and ACC Awards, including an ACM Award win.

"We're thrilled to welcome Justin Moore back to the Pepsi Bayside Music Stage," said Executive Director Kat Paye. "Since his last visit in 2014, he has continued to deliver hit after hit, offering fans a fresh and exciting show they haven't seen before."

The National Cherry Festival is introducing a new ticket pricing structure for the Pepsi Bayside Music Stage, offering six reserved seating levels for a more flexible concert experience. All ticket prices include fees.

For the Justin Moore concert:

- Premium Reserved Seating: \$62–\$90, depending on seat location
- General Admission: \$60
- The Turtle Creek Casino VIP Deck: \$185

Tickets go on sale Friday, January 16, 2026, at 9:00 a.m. at cherryfestival.org.

The Pepsi Bayside Music Stage, presented by Blue Cross Blue Shield of Michigan and supported by Jim Beam, Bell's Beer, 910 Media Group and WTCM Radio, is one of Northern Michigan's premier summer concert venues.

Celebrating 100 years, the 2026 National Cherry Festival is a once-in-a-century milestone honoring Northern Michigan's iconic cherry industry, cherished traditions, and the community spirit that has brought generations together. For decades, the Festival has welcomed families and visitors to the shores of West Grand Traverse Bay and this centennial year promises to be the most memorable yet.