



Festival Media Advisory

FOR IMMEDIATE RELEASE

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Country Music's Chase Matthew and Lauren Alaina to Perform at the 100th National Cherry Festival

TRAVERSE CITY, Mich. (March 2, 2026) — The 100th anniversary of the National Cherry Festival will bring two of country music's brightest stars, Chase Matthew and Lauren Alaina, to the Pepsi Bayside Music Stage on Monday, July 6, for a special co-headline performance.

Warner Music Nashville artist Chase Matthew has quickly become one of country music's breakout stars. The Nashville native has amassed more than 1 billion global career streams, including his Platinum-certified hit *County Line*, and built a devoted fanbase through his high-energy live shows. Following his sophomore album *Come Get Your Memory*, Matthew headlined sold-out dates nationwide and toured with superstars like Jason Aldean and Luke Bryan.

Grand Ole Opry member Lauren Alaina continues to soar with 2025 releases including *Those Kind of Women*, *Household*, and *All My Exes (feat. Chase Matthew)*. The Georgia native boasts three No. 1 hits, including the Diamond-certified *What Ifs* with Kane Brown, making her the only solo female country artist to earn an RIAA Diamond single. With multiple Platinum hits and major national performances, Alaina remains one of country music's most powerful and recognizable voices.

"This show is the perfect way to celebrate our 100th Festival" said Kat Paye, Executive Director of the National Cherry Festival. "Chase Matthew and Lauren Alaina are incredible entertainers, and their co-headline performance promises an unforgettable night for our community and visitors."

Tickets go on sale Friday, March 6 at 9:00 a.m. at cherryfestival.org.

Ticket prices are as follows:

- Premium Reserved Seating: \$83-\$56 (depending on seat location)
- General Admission: \$53
- GT Band EDC VIP Deck: \$178

The Pepsi Bayside Music Stage, presented by Blue Cross Blue Shield of Michigan and 910 Media Group, with support from Jim Beam and Big Country 102.9 Radio, 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.