



Festival Media Advisory

FOR IMMEDIATE RELEASE

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The Fray to Perform at the 100th National Cherry Festival

Traverse City, Mich. (February 2, 2026) — The National Cherry Festival is thrilled to announce that **The Fray** with special guest Augustana will take the stage at the Pepsi Bayside Music Stage, presented by Blue Cross Blue Shield of Michigan, on Wednesday, July 8, during the 100th National Cherry Festival, celebrating the Festival's centennial year.

Over the course of their career, The Fray has earned four GRAMMY Award nominations, three Billboard Music Awards, multiple Billboard Top 10 hits, and a devoted global fanbase. Their breakout single, "*How to Save a Life*," is RIAA Diamond-certified, spent 58 weeks on the Billboard Hot 100, and became a defining anthem through its association with ABC's Emmy-winning series *Grey's Anatomy*. Known for emotionally driven lyrics and unforgettable melodies, the band has captivated audiences worldwide with hits including "*Over My Head (Cable Car)*" and "*You Found Me*."

Platinum-selling artist Augustana will open the show. Known for chart-topping hits like "*Boston*," "*Sweet and Low*," "*Fire*," and "*Steal Your Heart*" they have shared the stage with OneRepublic, Maroon 5, Owl City, and Counting Crows, among many others.

"We're excited to welcome The Fray and Augustana to Traverse City as part of our 100th National Cherry Festival," said Kat Paye, Executive Director. "They are a fantastic addition to this historic year for the Festival."

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

For The Fray concert:

- Premium Reserved Seating: \$60–\$87, based on seat location
- General Admission: \$56
- The Turtle Creek Casino VIP Deck: \$181

Tickets go on sale Friday, February 6, 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 910 Media Group, Jim Beam, Michelob Ultra, and Z93 Radio, is one of Northern Michigan's premier summer concert venues.

Celebrating 100 years, the 2026 National Cherry Festival marks a once-in-a-century milestone honoring Northern Michigan's iconic cherry industry, cherished traditions, and enduring community spirit. 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.

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