



Festival Media Advisory

FOR IMMEDIATE RELEASE

Contact: **Kat Paye**
 Executive Director
 (231) 947-4230
 kat@cherryfestival.org

Mandy De Puy
Marketing and Communications Manager
(231) 947-4230 / 231-649-3102
mdepuy@cherryfestival.org

Step Into Tradition – Application for National Cherry Queen Due Soon

Traverse City, MI – The National Cherry Festival is reminding young women ages 19 to 25 that the opportunity to apply for the National Cherry Queen program is closing soon, with a deadline of Monday, May 11, 2026.

As one of the Festival’s most celebrated traditions, the National Cherry Queen program offers participants a unique opportunity to develop leadership skills, connect with the community, and proudly represent Michigan’s cherry growers.

The 2026–27 National Cherry Queen will receive a \$10,000 scholarship, along with all-expenses-paid travel opportunities, a full wardrobe, and the honor of holding this prestigious title. The runner-up will receive a \$2,000 scholarship.

Applicants must complete an application, including a biography, headshot, resume, and a brief video submission. Each applicant is also required to secure a \$600 sponsorship. Completed applications must be mailed or dropped off at the National Cherry Festival office, along with all required materials, including sponsor information and video submission, by 5:00 p.m. on May 11, 2026. Once submitted and processed, applications are considered final and non-refundable.

Following the deadline, candidates will participate in the National Cherry Queen Selection Weekend, held May 29–30, 2026. During this time, participants will engage in interviews and evaluations, leading to the selection of the top four finalists.

Those finalists will advance to the 100th National Cherry Festival, taking place July 4–11, 2026, where they will continue the selection process while engaging with the community through a variety of Festival events. The experience culminates in the National Cherry Queen Coronation Ceremony on Friday, July 10, when the next National Cherry Queen will be crowned.

For full application details or to apply, visit www.cherryfestival.org/cherryqueen.

#