



# Festival Media Advisory

## FOR IMMEDIATE RELEASE

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## David Lee Roth Rocks the 100th National Cherry Festival

Traverse City, MI (April 6, 2026) – The National Cherry Festival is turning up the volume for its 100th celebration with the announcement that legendary rock frontman David Lee Roth will take the stage on Saturday, July 4, helping headline this milestone celebration.

Known for his electrifying stage presence and iconic catalog of hits, Roth will bring an unforgettable night of high-energy rock to the shores of Grand Traverse Bay.

As the original voice of Van Halen, Roth helped define a generation of rock music with chart-topping anthems and larger-than-life performances. Fans can expect a setlist packed with classics and fan favorites that continue to resonate across decades.

“As we celebrate 100 years of the National Cherry Festival, we’re committed to making this milestone bigger than ever,” said Kat Paye, Executive Director. “David Lee Roth is a true rock legend, and his high-energy performance will be an unforgettable highlight of this year’s lineup.”

Tickets go on sale Friday, April 10 at 9:00 a.m. at [cherryfestival.org](http://cherryfestival.org).

Ticket prices are as follows:

- Premium Reserved Seating: \$92 - \$68 (depending on seat location)
- General Admission: \$60
- GT Band EDC VIP Deck: \$185

Don't miss your chance to rock, sing, and relive the hits with rock legend David Lee Roth.

The Pepsi Bayside Music Stage, presented by Blue Cross Blue Shield of Michigan and 9&10 News, with support from Jim Beam, Michelob Ultra, and KLT, 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).