



Festival Media Advisory

FOR IMMEDIATE RELEASE

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Get Ready to Boogie: KC and the Sunshine Band Coming to the 100th National Cherry Festival

Traverse City, MI (March 16, 2026) – The National Cherry Festival is thrilled to announce that KC and the Sunshine Band will perform live on the Pepsi Bayside Music Stage, presented by Blue Cross Blue Shield of Michigan and 9&10 News, on Tuesday, July 7, 2026.

Known for their signature blend of disco, funk, and soul, KC and the Sunshine Band have delivered some of the most iconic hits of the 1970s and beyond, including “Get Down Tonight,” “That’s the Way (I Like It),” and “Boogie Shoes.” With multiple GRAMMY Awards, American Music Awards, and Billboard chart-toppers, the band continues to bring infectious energy and unforgettable grooves to audiences worldwide.

“We are beyond excited to welcome KC and the Sunshine Band to Traverse City,” said Kat Paye, Executive Director of the National Cherry Festival. “Their legendary hits and high-energy performance are the perfect way to celebrate summer and give our Festival fans a night to remember.”

Tickets go on sale Friday, March 20 at 9:00 a.m. at cherryfestival.org.

Ticket prices are as follows:

- Premium Reserved Seating: \$87 - \$60 (depending on seat location)
- General Admission: \$53
- GT Band EDC VIP Deck: \$178

Don't miss this chance to dance, sing, and soak up the sunshine with one of the most iconic bands in music history.

The Pepsi Bayside Music Stage, presented by Blue Cross Blue Shield of Michigan and 910 Media Group, with support from Jim Beam and Bell's Brewery 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.