



# Festival Media Advisory

## FOR IMMEDIATE RELEASE

Contact: Kat Paye  
NCF Executive Director  
(231) 947-4230  
[kat@cherryfestival.org](mailto:kat@cherryfestival.org)

Mandy De Puy  
Marketing and Communications Manager  
231-649-3102  
[mdepuy@cherryfestival.org](mailto:mdepuy@cherryfestival.org)

### **Hip-Hop Icons Bow Wow and Soulja Boy Set to Light Up the Pepsi Bayside Music Stage**

Traverse City, Mich. (February 9, 2026) — The National Cherry Festival is turning up the energy with the announcement of a hip-hop show featuring Bow Wow & Soulja Boy live in concert at the Pepsi Bayside Music Stage, presented by Blue Cross Blue Shield of Michigan on Sunday, July 5, 2026. The two chart-topping hip-hop icons will deliver a high-energy night packed with nostalgic hits and fan favorites on the shores of West Grand Traverse Bay.

Bow Wow burst onto the scene as a teenage sensation and quickly became a household name as an actor and musician with chart-topping tracks like “*Bounce With Me*,” “*Like You*,” and “*Let Me Hold You*.” Soulja Boy rose to fame with his groundbreaking viral hit “*Crank That (Soulja Boy)*” and followed with chart-topping tracks like “*Turn My Swag On*” and “*Kiss Me Thru The Phone*,” becoming a cultural phenomenon and shaping a generation of hip-hop. Together, the duo promises a crowd-pumping performance that celebrates the sounds of the 2000s and beyond.

“This show is going to be a high-energy, feel-good night for fans of all ages,” said Kat Paye, National Cherry Festival Executive Director. “Bow Wow and Soulja Boy bring iconic hits, nonstop energy, and a fun throwback vibe that fits perfectly with the excitement of our Pepsi Bayside Music Stage lineup.”

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.

Ticket prices:

- Premium Reserved Seating: \$57 - \$84, based on seat location
- General Admission: \$55
- The VIP Deck: \$180

Tickets go on sale Friday, February 13, 2026, at 9:00 a.m. and will be available exclusively at [cherryfestival.org](http://cherryfestival.org). The National Cherry Festival encourages patrons to purchase tickets only through the official Festival website to ensure ticket validity.

The Pepsi Bayside Music Stage, presented by Blue Cross Blue Shield of Michigan and supported by 910 Media Group, Jim Beam, Bell’s Beer and 106 KHQ, 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.