



**FOR IMMEDIATE RELEASE
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SOARING EAGLE ARTS, BEATS & EATS PRESENTED BY FLAGSTAR BANK TURNS UP THE VOLUME FOR THE 25th ANNIVERSARY YEAR EVENT

Labor Day weekend's most anticipated event brings top national and local musical acts, craveable culinary options from more than 50 restaurants and food trucks, an acclaimed Juried Fine Art Show, family-friendly activities and more

ROYAL OAK, Mich. – Soaring Eagle Arts, Beats & Eats presented by Flagstar Bank, Oakland County's premier festival now in its 25th milestone year, returns this Labor Day weekend, Sept. 2-5, in downtown Royal Oak to deliver even more exciting family-friendly entertainment. This year's festival is going all out for its silver jubilee, featuring more than 200 stellar musical acts, the highly regarded Juried Fine Art Show, some of the best food offerings from across metro Detroit and plenty of family-friendly fun.

"We are looking forward to celebrating the festival's milestone year with the hundreds of thousands of metro Detroiters and beyond who flock to downtown Royal Oak year after year to take in the sounds of various genres of music, feast on mouthwatering cuisine and explore new taste offerings, browse and shop one-of-a-kind artworks, make lifetime memories with the family and more," said Jon Witz, producer of Arts, Beats & Eats.

THE BEATS

The national and local star power at this year's festival will feature more than 200 of the area's top bands and musical acts performing on nine stages.

On the Jim Beam National Stage, headlining acts include **Flo Rida** ("Low" and "My House"); **Fitz and The Tantrums** ("Out of My League" and "HandClap"); **311** ("Amber" and "Come Original"); and country music singer, songwriter and reality television personality **Chase Rice** ("Eyes on You"); Also performing on the national stage is **Chevelle** ("The Red"); **Rob Base** ("It Takes Two"); **Montell Jordan** ("This Is How We Do It"); **Average White Band** ("Pick Up the Pieces"); **Jackson Dean** ("Don't Come Lookin'"); and **Tommy DeCarlo** current lead singer of the band Boston ("More Than a Feeling").

Dozens of talented musicians from across metro Detroit will be showcased on eight additional music stages offering a variety of genres. The local stages include **Soaring Eagle Rock Stage; Flagstar Bank International Stage; Baker College Country Americana Stage, Detroit Institute of Arts Kids Stage, House of Dank Performance Pit Area; Michigan Lottery R&B/Jazz Stage; Oakland Community College Cultural/Acoustic Stage; and Shorts/Old Nation Alternative Stage.**

Returning festival sponsor House of Dank, Michigan's premiere cannabis company, is bringing back the **House of Dank Performance Pit**. The area will deliver top DJs from Movement Detroit Presents, as well as CTYHOP® Silent Disco, known for its award-winning silent disco dance parties that are out of this world.

On Saturday, Sept. 3, Zumba fans can get ready to dance and sweat during the annual **Priority Health Zumbathon**, a fun and active event for a great cause. The long-running, favorite festival activity will transform the **Jim Beam National Stage** that morning from 10 a.m. to 11:30 a.m. into a sizzling and exhilarating dance fitness explosion. In conjunction with Vibe Fit Studio, a metro Detroit fitness studio, the class will feature more than 150 other local Zumba instructors from across Michigan and will support HAVEN, Oakland County's only comprehensive program for victims of domestic violence and sexual assault. Last year, 1,600 people participated in the sold-out Zumba Fitness party.

See the 2022 'Beats' press release for the full performance schedule and more details.

THE EATS

Soaring Eagle Arts, Beats & Eats presented by Flagstar Bank is bringing a diverse menu of enticing taste options from more than 50 restaurants, caterers and food trucks throughout metro Detroit, making it the go-to culinary destination for Labor Day weekend in metro Detroit.

The festival is welcoming some new local restaurants and tastemakers this year. The nationally known chain that only recently arrived in the area, **Cousins Maine Lobster food truck**, which is bringing a taste of Maine lobster to metro Detroit; **Pita Way**, a popular metro Detroit-based chain with 16 locations specializing in Mediterranean cuisine in a fast, affordable, quality way; **Oak House Deli, Inc.**, which specializes in everyone's favorite deli items with its own unique spin, as well as a full vegan menu; **Galindo's** known for its authentic Mexican cuisine and had an award-winning performance at the inaugural Royal Oak Taco Festival; and **The Fern**, a soon-to-be Royal Oak favorite that opens in August, offers delectable meal replacement shakes that people swear taste like ice cream.

Some notable returns this year are the **Soaring Eagle Cuisine Machine**, bringing a taste of Soaring Eagles' captivating dining experiences on wheels to the festival; **ImaginAte**, a Royal Oak-based restaurant run known for its locally sourced and freshly made steaks and other meats; and **The Drunken Rooster** food truck, which specializes in Mexican street food with a Mediterranean twist be sure to try their Mexican street corn covered with salsa mayo, cotija cheese and their signature spice mix a well-known fan favorite from years past.

See the 2022 'Eats' press release for a complete list of participating restaurants, caterers and food trucks.

THE ARTS

More than 150 artists from across the nation will converge in downtown Royal Oak to showcase and sell their original works of art, including a variety of newcomers alongside returning favorites, in this year's **Beaumont Health Juried Fine Art Show**. A vast selection of styles and mediums will be represented by these artists, who are eligible to win cash awards totaling more than \$7,000, including the top three "Best in Show" and "Awards of Excellence" in each of the respective categories mentioned.

See the 2022 'Arts' press release for a complete list of participating artists and more details.

CULTURE ON 4TH BY FLAGSTAR BANK

Culture on 4th by Flagstar Bank will showcase fine artists and restaurants throughout the street. Restaurants included are the delicious and beautiful chocolate fruit bouquets of Lekker Chócó Treats and popular North African cuisine from Fork in Nigeria.

Flagstar's area, located on 4th Street, will include the **Flagstar International Stage**, a platform for international music including Celtic, Reggae, Brazilian, Polka and more, to showcase music from across the world.

FAMILY FUN ALL WEEKEND LONG

Fun, family-friendly programming and entertainment will be bustling throughout the four-day festival in the **Detroit News Kids Zone**, located on the north end of the festival near 4th and Main streets. The Kids Zone features FREE activities for families courtesy of the Detroit News, including a free craft put together from local non-profit Arts & Scraps and science experiments from the Michigan Science Center.

Kids can also enjoy a full lineup of award-winning artists and performers, as well as exciting interactive entertainment on the **Detroit Institute of Arts Kids Stage**. Events on this stage feature curated performances that can also be enjoyed at the museum. The lineup includes Filipinx Tinikling Folk Dance Group, the Flying Cardboard Theatre and the Revolution Yoyo team from the University of Michigan. The full lineup is available at artsbeatseats.com.

FILL OUT OUR SURVEY TO WIN

Between now and August 9th, an online survey is available on our website and on social media to collect patron's feedback about previous shows. Survey respondents who fill out the complete form are automatically registered for a giveaway, ten people will receive free admission and one lucky winner will receive free admission, vouchers for food and beverage at the show and VIP passes for the concert of their choice. To learn more and enter to win please visit artsbeatseats.com

FLAGSTAR BANK FOOD DRIVE

Flagstar Bank will continue its food drive efforts, partnering with Forgotten Harvest this year to host a pre-festival food drive in support of the more than 500 local soup kitchens, food pantries, shelters and other agencies served by Forgotten Harvest. Flagstar Bancorp, Inc. (NYSE: FBC) is a \$20.2 billion savings and loan holding company headquartered in Troy, Michigan. Flagstar Bank, FSB, provides commercial, small business and consumer banking services through 160 branches in Michigan, Indiana, California, Wisconsin and Ohio.

Each year, the **Flagstar Bank Food Drive** provides around 10,000 meals for local individuals and families. From Monday, Aug. 15 to Tuesday, Aug. 30, patrons can receive a \$5-off coupon for admission to the festival by donating three or more canned goods at participating Flagstar Bank locations listed below and at artsbeatseats.com. Limit four tickets per person. Forgotten Harvest is looking for canned food items higher in protein, such as canned tuna, canned chicken, peanut butter and others.

- Troy (16 Mile/Coolidge Hwy) 2050 W. Big Beaver Rd., Troy, MI 48084
- Troy Corporate Branch (Long Lake and Crooks) 5151 Corporate Drive, Troy, MI 48098
- Troy (Lang Lake and Rochester Rd) 5017 Rochester Rd., Troy, MI 48085
- Berkley (12 Mile/Woodward) 28653 Woodward Ave., Berkley, MI 48072
- Bloomfield (Long Lake/Telegraph) 3915 Telegraph Rd., Bloomfield Hills, MI 48302
- Beverly Hills (13 Mile/Southfield Road) 17430 W. 13 Mile Rd., Franklin, MI 48025
- Madison Heights (13 Mile/Dequindre) 31049 Dequindre Rd., Madison Heights, MI 48071

9th ANNUAL FAMILY DAYS

Soaring Eagle Arts, Beats & Eats has partnered with **Delta Dental** and **M3 Investments** to host the **9th annual Family Days** in collaboration with **Beaumont Children's / Children's Miracle Network Hospitals**. On Saturday, Sept. 3 and Sunday, Sept. 4, hundreds of children on the autism spectrum and family members will enjoy a one-day access pass to the festival, which includes free parking, free admission for up to five family members, a free bottle of water upon entering the festival from 10 a.m.-noon, and free lunch for the first 550 registrants per day.

Additionally, the festival will open one hour early for participating families to give their children free private access to the festival carnival. Participants must have a family member on the ASD spectrum to be eligible for this program. Families can register (one sign-up per family) and learn more at artsbeatseats.com/family-days.

2022 FESTIVAL HOURS AND ADMISSION

Soaring Eagle Arts, Beats & Eats will be open 11 a.m. until 11 p.m. Friday, Sept. 2 through Sunday, Sept. 4; and 11 a.m. until 9 p.m. Monday, Sept. 5. Admission is free before 5 p.m. on Friday, Sept. 2 and \$10 after 5 p.m. Every other day, admission is \$5 before 3 p.m. and \$10 after 3 p.m. Cash and credit card transactions will be accepted at gate entrances.

2022 SPONSORS

Soaring Eagle Casino & Resort, Flagstar Bank, Beaumont Health, City of Royal Oak, Baker College, Delta Dental, Detroit Institute of Arts, The Detroit News, DTE Energy, Hornitos, House of Dank, Imperial Beverage, Jim Beam, Josh Cellars, Kroger, M-1 Studios, M3 Investments, Maker's Mark, Marriott Southfield, Michigan Lottery, Oakland Community College, OOZE, Pepsi, Pita Way, Priority Health, Royal Oak DDA, Shorts Brewing Company, Old Nation, Tito's Vodka and US Park.

FESTIVAL STATS

In 2021, more than 365,000 visitors attended the four-day festival and generated nearly \$400K to donate to local charities. Since the event began in 1998, more than \$6 million has been raised by the festival for community and charitable organizations.

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The Soaring Eagle Arts, Beats & Eats presented by Flagstar Bank is Oakland County's premier festival held annually during the Labor Day weekend. The festival paints downtown Royal Oak with a variety of art, food and music for the community to enjoy. More than 375,000 visitors attended the 2021 Soaring Eagle Arts, Beats & Eats. "LIKE" artsbeatseats on Facebook or follow us on Twitter @artsbeatseats. For additional public information, visit www.artsbeatseats.com or call 248-541-7550.