



**FOR IMMEDIATE RELEASE**  
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## **SOARING EAGLE ARTS, BEATS & EATS PRESENTED BY FLAGSTAR BANK TO BRING THE PARTY TO ROYAL OAK FOR THE 26<sup>th</sup> ANNUAL EVENT**

- *Labor Day weekend's most anticipated event brings top national and local musical acts to downtown Royal Oak, Michigan*
- *Attendees can enjoy craveable culinary options from more than 50 restaurants and food trucks*
- *An acclaimed Juried Fine Art Show to feature more than 120 artists, glassblowing demonstrations*
- *Festival gets 'green light' and will offer legal cannabis sales and consumption during the event*
- *Attendees can save by purchasing tickets in advance, donating to the annual food drive or coming out for free before 5 p.m. on Friday*

**ROYAL OAK, Mich. – Soaring Eagle Arts, Beats & Eats presented by Flagstar Bank**, Oakland County's premier festival now in its 26<sup>th</sup> year, returns this Labor Day weekend, Sept. 1-4, in downtown Royal Oak to deliver even more exciting family-friendly entertainment. This year's festival is going all out, 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.

"Arts, Beats & Eats is the big blowout event that for many marks the end of the summer, so we always strive to expand and introduce innovative offerings to keep the hundreds of thousands of people coming back to make the most of this time of year," said Jon Witz, producer of Arts, Beats & Eats. "We invite everyone to come out 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, and make lifetime memories with the family and more."

### **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 **Bell Biv DeVoe** ("Poison" and "Do Me!"); **Halestorm** ("I Miss the Misery" and "Love Bites"); **Joan Jett & The Blackhearts** ("I Love Rock 'n' Roll" and "Cherry Bomb"); **Russell Dickerson** ("Every Little Thing" and "Blue Tacoma"); **Randy Houser** ("How Country Feels" and "Runnin' Outta Moonlight"); and **Collective Soul** ("Shine" and "The World I Know"). Also performing on the National Stage is pop-rock band **American Authors** ("Best Day of My Life" and "Deep Water"). Dozens of talented musicians from across metro Detroit will be showcased on eight additional music stages offering a variety of genres.

House of Dank, Michigan's premiere cannabis company, returns as sponsor of the **House of Dank Performance Stage** to deliver top house, electro funk and disco DJs including **DJ Seoul**, **Walter Glasshouse** and **Joshua Adams**; performances by hip hop, pop and R&B artists including **Brayden**, **Julian LaHood**, **Nick Ryan** and **Sarah Marcus**; breakdancing from the **Motor City**

**Street Dance Academy** and various entertaining acts from the **Motley Misfits** buskers, as well as **The Royal Runway! fashion show** produced by Channel Iris, a creative studio based in Detroit. The fashion show will feature the hottest trends from numerous downtown Royal Oak businesses, including Noir Leather, Bloboho, Jilly Rocks, Blue Jean Blues, Seven Eleven and Profit.

On Saturday, Sept. 2, Zumba fans can get ready to dance and sweat during the annual **Priority Health Zumbathon**, a fun, dynamic and high energy event that will benefit the **Special Olympics**. This 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 collaboration with Vibe Fit Studio, a prominent metro Detroit fitness studio, the event will feature more than 150 other local Zumba instructors from across Michigan, as well as students from **Vibe Fit's Fitness 4 All** class for teens and adults with special needs. A registration fee of \$10 includes parking, bottled water and a free admission ticket to the festival. **See the 2023 '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 variety and delectable food choices available at this year's festival are truly undeniable. Attendees can indulge in a diverse range of cuisines, from the mouthwatering Italian offerings of **Trattoria Da Luigi** and **The Little Sicilian** to the tantalizing BBQ delights served by **Smokey Joe's** and **House of Barbecue**. For those looking to savor the flavors of Nigeria, **Fork in Nigeria** will be serving up authentic Nigerian cuisine. And for those with a sweet tooth, there's a delightful selection of sweet treats from **Howdy Doodle**, **Kona Ice**, **Yogurt 2 Go**, **Ryba's Fudge** and more.

Newcomers for this year are the new Royal Oak favorite **Pastaio**, known for its renowned fresh handmade pasta and brick oven pizza, as well as **Estia Greek Street Food**. **Estia** has locations in Warren and Grosse Pointe and offers healthy, Greek-inspired food that is easy to eat and full of delicious, simple ingredients.

Several notable favorites are returning to the festival including the **Soaring Eagle Cuisine Machine**, which will offer festivalgoers an opportunity to indulge in the captivating and delectable fine dining experiences of Soaring Eagle Casino & Resort on wheels. Additionally, **ImaginAte**, a Royal Oak restaurant run by the talented Omar Mitchell, will be back to delight visitors with an exceptional array of locally sourced and freshly made options. **See the 2023 'Eats' press release for a complete list of participating vendors.**

## THE ARTS

More than 120 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 **Corewell 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.

New this year is **live glassblowing demonstrations** from Glass Academy. Through a partnership with the iconic Maker's Mark brand, artisans will transform old Maker's Mark bottles into stunning works of glass art. **See the 2023 'Arts' press release for a complete list of participating artists and more details.**

## **SOARING EAGLE ON 5<sup>TH</sup>**

Title sponsor Soaring Eagle Casino & Resort will transform Fifth Street into a New York-style Times Square featuring a mesmerizing video wall showcasing captivating scenes from the festival and Soaring Eagle. These **LED Video Boards** will illuminate both Washington and the Fifth Street entrance by day and at night to welcome attendees. Fifth Street also will be home to the **Soaring Eagle/Hornitos Rock Stage**.

## **STATE 'GREEN LIGHTS' CANNABIS SALES AND CONSUMPTION**

**House of Dank** will bring a new and improved immersive 'DankLand' pop-up experience that features Instagrammable opportunities, yard games, the loyalty money machine, a car giveaway and custom limited-edition House of Dank apparel and accessories to light up the night when the evening entertainment begins. With the State of Michigan approved license, House of Dank will be the first-ever activation at a major Michigan festival that features the sale and consumption of cannabis. Both spaces will be open to all Arts, Beats & Eats attendees 21 years and older in a designated and creative space, and will not take place near family activities, high-end artwork and food vendors.

## **ARTS, BEATS & EATS ON FIFTH**

On Thursday, Aug. 24, a special charity preview party celebrating the 26<sup>th</sup> annual return of Arts Beats & Eats will take place from 6:30 p.m. to 9:30 p.m., with special highlights of the festival's artists, entertainment by the award-winning Alise King and the always electrifying Cast Iron Cornbread band, and sweet and savory samples from featured restaurants, including delicious and refreshing acai bowls from Nautical Bowls, delectable elote courtesy of Drunken Rooster, creamy mac and cheese by Café Muse and more. Event sponsorships and individual tickets are available for purchase. Tickets are \$100 for VIP early access to the event and \$50 for general admission. Proceeds benefit the Royal Oak Civic Foundation.

## **COLLABORATIONS AND CELEBRATIONS OF CULTURE, DESIGN + DIVERSITY**

### **Red Handprint**

In solidarity with our friends and partners at the Saginaw Chippewa Indian Tribe of Michigan and indigenous people across North America, Soaring Eagle Arts Beats & Eats will prominently feature the Red Handprint on signs in the Art Fair and on educational messages integrated throughout the festival. Native American artist, Inty Muenala, will paint a mural of the Red Handprint on a special canvas located on Fifth Street. **Red Handprint** aims to prevent acts of violence against vulnerable members in the Native American community. According to the Urban Indian Health Institute, murder is the third leading cause of death for native women.

### **Flagstar Bank presents Culture on 4<sup>th</sup>**

Culture on 4<sup>th</sup> is a space dedicated to celebrating diverse backgrounds and cultures. In addition to being home to the Flagstar Bank International Stage, a platform for performers and musicians delivering dance and music from across the world, Flagstar is offering booth space for a collection of artists, small businesses and food vendors throughout the Culture on 4<sup>th</sup> area, including: [Blu Jean Blues](#), a Royal Oak-based minority women owned business that offers custom contemporary women's clothing; [Natural Viking](#), a veteran owned and operated, family-run business that sells handmade, natural and organic men's care products such as beard balms; Krazy Karnivore, a veteran owned and operated blacksmithing business offering live blacksmithing demos and classes; and [Pingree Detroit](#), another veteran owned and locally operated business that creates sustainable products from upcycled automotive materials, and teaches and employs veterans overcoming homelessness in shoe making, leather crafting and industrial sewing.

Culture on 4<sup>th</sup> will also be home to [Aratham Gourmet To Go](#), offering 100 percent vegan menu items in biodegradable serving containers; [Fork in Nigeria](#), a colorful food truck and soon-to-be brick and mortar in Midtown Detroit selling its popular North African cuisine; and [Love Froyo](#),

owned and operated by an immigrant from Pakistan who will sell soft serve ice cream and a traditional Pakistani dessert.

### **Baker College Culinary Students Shine**

Renowned for its top-notch culinary arts program, Baker College teamed up with Give Thanks Bakery, ImaginATE and a nonprofit organization to give three exceptionally talented culinary students from the college the opportunity to create exclusive menu items that will be featured at the festival. Notably, a portion of the proceeds generated from the sale of these unique items will be generously donated to Open Hands Pantry, a community-based nonprofit food pantry that serves those in need. The three recipes designed by participating students include a **Honey Chipotle Glazed Chicken** by **Steven Stempnik** working alongside ImaginATE restaurant, **Chewy Lemon Brownies** by **Maya Van Buskirk** in collaboration with Give Thanks Bakery, and a **Smoke Cherry Bourbon Blast cocktail** developed by **Mikal Jones** that will be available at the Bar on 6th Street next to the Baker College Country Americana Stage.

### **Pensole Lewis College of Business & Design Students Create Mural**

Through a partnership with Kroger, Micah Shumake a student from Pensole Lewis College of Business & Design, the nation's first Historically Black College/University focused on design, has developed and designed a mural that will be created and showcased at this year's festival. Shumake's mural theme will be uniting people through shared community experiences, culture and events, much like how Arts, Beats & Eats has brought people together in its 26-year existence.

### **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 4<sup>th</sup> and Main streets. The Kids Zone features FREE activities for families, courtesy of The Detroit News, including science experiments from the Michigan Science Center. Kids will also have the opportunity to make a playful paper pocket fan, magnificent musical maracas, and create their very own rendition of this year's Arts, Beats and Eats commemorative poster at the United Way Crafts Area located within the Detroit News Kids Zone.

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**. Scheduled acts include **Magic with Randy Lee**, **Zippity: 2 Guys & a Guitar**, **Nat Spinz Hula Hoops and Kids Tunes with Kevin Devine**. The lineup also features Ballet Folklorico de Detroit, Revolution Chinese Yoyo and Tap Dance Detroit.

Later each evening of the festival, **DJs** will hit the stage to spin tunes and drop beats. The lineup includes including **Dru Ruiz**, a Detroit native who specializes in techno, hip-hop and house; **DJ DAV**, a Michigan State University alum and seasoned veteran of the DJ scene; and **DJ Katalist**, who is Detroit-raised and always a favorite.

### **10<sup>th</sup> ANNUAL FAMILY DAYS**

Soaring Eagle Arts, Beats & Eats has partnered with **Corewell Heath** to host the **10<sup>th</sup> annual Family Days**, in collaboration with **the Judson Center and the Ted Lindsey Foundation Hope Center**. On Saturday, Sept. 2 and Sunday, Sept. 3, hundreds of children on the autism spectrum and their family members will receive a one-day access pass to enjoy festival offerings at no cost. The access pass includes free parking, lunch and carnival rides. The festival will open one hour earlier so participating families and their children can enjoy the offerings in a calmer environment.

## **DONATE TO FLAGSTAR BANK FOOD DRIVE, GET IN FREE!**

Flagstar Bank will continue its food drive efforts, partnering with Forgotten Harvest to support more than 500 local soup kitchens, food pantries, shelters and other agencies served by Forgotten Harvest.

**From Monday, Aug. 14 to Tuesday, Aug. 29, patrons can receive a ticket valid for free entry between 11 a.m. and 1 p.m. or a \$5 discount for admission any time to the festival by donating three or more cans of food or non-perishable items** at participating Flagstar Bank locations listed below and at [artsbeatseats.com](https://www.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/Crooks) – 5151 Corporate Drive, Troy, MI 48098
- Troy (Long Lake/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 Rd.) – 17430 W. 13 Mile Rd., Franklin, MI 48025
- Madison Heights (13 Mile/Dequindre) – 31049 Dequindre Rd., Madison Heights, MI 48071

## **SAVE AND SKIP THE LINE WITH COREWELL HEALTH**

To offer attendees more flexibility and convenience, Arts, Beats & Eats will be pre-selling tickets for the first time in the festival's history, as well as offering specific **Corewell Health Fast Lane** entrances for advance ticket holders only. Tickets are on sale now with discounts available for advance ticket purchases.

## **2023 FESTIVAL HOURS, ADMISSION + PARKING**

Soaring Eagle Arts, Beats & Eats will be open 11 a.m. until 11 p.m. Friday, Sept. 1 through Sunday, Sept. 3; and 11 a.m. until 9 p.m. Monday, Sept. 4.

Tickets are \$7 in advance. Admission is free before 5 p.m. or \$12 after 5 p.m. on Friday, Sept. 1. All other days, admission is \$10 before 3 p.m. and \$12 after 3 p.m. Cash and credit card transactions will be accepted at gate entrances.

Parking in Royal Oak Parking Garages will be pre-sold as well.

## **2023 SPONSORS**

Soaring Eagle Casino & Resort, Flagstar Bank, Baker College, Beam Suntory, Bud Light, City of Royal Oak, Corewell Health, DIA, DTE Energy, Everdry, Fabiano Brothers, Faygo, Hornitos, Hotel Royal Oak, House of Dank, Josh Cellars, Kroger, Leaf Filter, Light-RX, Liquid Death, M1 Studios, M3 Investment Services, Makers Mark, Marriott Southfield, Michigan Lottery, Oakland Community College, Oakland County, Oakland County Parks, Ooze Life, Priority Health, Renewal by Andersen, Rip It Energy Drink, Second Story, State Farm, Stellantis, Street Marketing, Tito's Vodka, T-Mobile, United Way, US Park, WeatherGard Windows and Yellowtail.

## **FESTIVAL STATS**

In 2022, the four-day festival attracted 365,000 people and generated over \$332K 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 365,000 visitors attended the 2022 Soaring Eagle Arts, Beats & Eats. "LIKE" artsbeatseats on Facebook or follow us on Twitter @artsbeatseats. For additional public information, visit [artsbeatseats.com](https://www.artsbeatseats.com) or call 248-541-7550.*