



FOR IMMEDIATE RELEASE
June 7, 2023

MEDIA CONTACTS
Natalie Stavale / 248-417-8510
Blake Roselle / 231-631-6675
Natalie@CatalystMediaFactory.com
Blake@CatalystMediaFactory.com

SOARING EAGLE ARTS, BEATS & EATS PRESENTED BY FLAGSTAR BANK RETURNS IN 2023 WITH NEW AND RETURNING CULTURAL, ENVIRONMENTAL AND COMMUNITY INITIATIVES

- *Four-day event of sights, sounds and tastes returns Labor Day weekend, Sept. 1-4*
- *Initiatives include celebrating diversity, inclusion and culinary arts, doing away with plastic bottles and cups*
- *Tickets available in advance for the first time in festival's 26-year history with "Fast Lane" entrances*
- *Corewell Health signs long-term festival partnership and Soaring Eagle brings "Times Square" feel*
- *Commemorative edition poster designed by one of the festival's artists unveiled*

ROYAL OAK, Mich. – Organizers of the Soaring Eagle Arts, Beats & Eats presented by Flagstar Bank today announced the return of the festival to Royal Oak, Michigan, **Sept. 1 through Sept. 4**. Oakland County's annual Labor Day weekend celebration of art, music, food and community will feature new cultural, environmental and community initiatives from new and long-term partners, who are also elevating a number of returning offerings at this year's festival.

Soaring Eagle Casino & Resort plans to add to the vibrant atmosphere of Fifth Street, transforming it 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. Soaring Eagle's plans for its 2023 activation also include continued sponsorship of the **festival's rock stage**, delivering incredible tastes with its **Cuisine Machine** and more to be announced at a later date.

"The success of Soaring Eagle Arts, Beats & Eats is a result of collaboration among many partners that enable the event to continue offering creative and culturally unique initiatives, while also supporting the community," said Raul Venegas, Executive Director of Marketing, Entertainment & Sales, Soaring Eagle Casino & Resort. "We're proud to be a part of this effort to celebrate and enhance the quality of life across our region. Attendees are in for another exciting Labor Day weekend with diverse lineups of entertainment and offerings for all to enjoy."

Partner **Corewell Health**, formerly Beaumont Health, announced a three-year commitment to the festival, including its return as **official sponsor of the Arts, Beats and Eats Juried Fine Art Show**, ranked among the top 10 art fairs in the country, as well as supporting three first aid stations at the event. Additionally, **Corewell took title sponsorship of the 10th 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. There will also be a calmer environment available as Family Days guests will have access to the festival for one hour before it opens to the general public. The support from Corewell doesn't stop there, as it has stepped up to provide more seating areas, faster ticketing access and sponsorship of a free festival shuttle from Royal Oak High School.

“As an organization dedicated to promoting health and wellness, we are excited to once again be a primary partner for this year’s Arts, Beats and Eats, including as sponsor of Family Days, a lower sensory experience for children with Autism, sponsorship of a free shuttle and health tent, and supporting a festival first, presale tickets for advance ticket holders,” said Corewell Health’s Dr. Dan Carey, President, Beaumont Hospital, Royal Oak. “Our bold commitment to health extends beyond traditional medical care: we believe in prioritizing overall well-being. By partnering with Arts, Beats & Eats, we aim to encourage a vibrant and active lifestyle that aligns with our mission of encouraging people to live their healthiest lives possible. We invite the community to come together to connect and enjoy all the wonderful activities this extraordinary, end-of-summer celebration has to offer.”

GOOD-BYE PLASTIC BOTTLES AND CUPS

In a concerted effort to prioritize environmental sustainability, this year’s festival will implement a series of initiatives aimed at reducing the festival’s ecological footprint. For the first time in its history, Arts, Beats & Eats will not be selling single-use plastic bottles in partnership with official canned beer sponsor **Anheuser Busch**, official canned soda sponsor **Faygo** and official canned water sponsor **Liquid Death**, as well as **Kroger**. For non-canned beverages, eco-friendly biodegradable corn-based cups will be provided. With this measure, along with new bins to collect recyclables located throughout the festival footprint, organizers strive to foster a greener and more sustainable festival experience.

HOUSE OF DANK POP-UP INSTALLATION EYES SALES AND CONSUMPTION

House of Dank will bring a new and improved immersive pop-up experience that features Instagrammable opportunities, loyalty games, custom limited-edition House of Dank apparel and accessories to light up the night when the evening entertainment begins. There is also pending a special 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.

“One of the big stories for the festival this year is that the City of Royal Oak approved cannabis sales at Arts, Beats & Eats, and we are excited to present a safe, confined and creative space for sales and consumption of cannabis,” said Michael DiLaura, Chief Corporate Operations and General Counsel, House of Dank. “While the city has approved us, we are still waiting on approval from the State of Michigan and look forward to that happening soon to solidify a truly unique addition to this year’s Arts, Beats & Eats.”

CULINARY COLLABORATION

Baker College, with a new flagship campus in Royal Oak, is presenting a distinctive collaboration at the festival between students, businesses and a key local nonprofit that will showcase its top culinary arts program. Royal Oak’s Give Thanks Bakery and ImaginATE restaurant will generously open their kitchens to share their culinary expertise and passion for cooking and baking with a Baker student.

Within this exciting endeavor, three talented culinary students from Baker College have been selected to create exclusive menu items for the festival. These delectable creations will be served by the Royal Oak eateries and complemented by a specialty cocktail that will be available at various beverage booths. A portion of the proceeds from the sale of the beverage and \$1 from each sale of the two menu items will be donated to Open Hands Pantry, a community-based nonprofit food pantry. The festival aims to raise \$5,000 in funds for this cause.

“We have campuses throughout metro Detroit, and we are truly integrating with our local communities and the region to improve and celebrate the quality of life for residents and our students,” said Jacqui Spicer, president and CEO of Baker College. “Partnering with Arts, Beats & Eats has been and will continue to be a great way to support community.”

CELEBRATIONS OF CULTURE, DESIGN + DIVERSITY

This year's Arts, Beats & Eats will feature an abundance of diverse art and cultural elements, including new collaborations focused on showcasing important and intricate elements of culture, diversity, inclusion and awareness.

One such collaboration is the **Pensole Lewis College of Business & Design**, the nation's first Historically Black College/University focused on design. Made possible through a partnership with **Kroger**, students have been invited to develop and design a mural that will be created and showcased at this year's festival. The mural theme will be uniting people through shared community experiences and events, much like how Arts, Beats, and Eats has brought people together in its 26-year existence.

FLAGSTAR BANK PRESENTS CULTURE ON 4th

Arts, Beats & Eats' presenting sponsor Flagstar Bank once again will offer booth space for a collection of BIPOC-owned artists and small businesses throughout the **Culture on 4th** area designated to celebrating diverse backgrounds and cultures. A Royal-Oak based minority women owned retail shop and several veteran-owned and operated businesses are just a few that festival goers can peruse and purchase goods from.

Culture on 4th will also be home to food vendors offering incredible global tastes and the **Flagstar International Stage** featuring performers and musicians who will deliver dance and music from across the world, such as Celtic, reggae, Brazilian and polka, that will be announced at a later date.

ZUMBA FOR ALL

Get ready to groove and sweat as Zumba enthusiasts gear up for the annual **Priority Health Zumbathon**, a dynamic, high energy charitable event that will return to this year's festival. Transforming the Michigan Lottery Stage into a vibrant hub of dance fitness, this beloved festival activity will ignite the stage from **10 a.m. to 11:30 a.m. Saturday, Sept. 3**. New for this year, not only will participants enjoy an exhilarating workout, but their involvement will also contribute to supporting the **Special Olympics**.

This year's Zumbathon will once again be in collaboration with [Vibe Fit Studio](#), a prominent fitness studio in metro Detroit, which recently began offering "**Fitness 4 All**" classes for teens and adults with special needs after noticing a lack of inclusive activities available for this underserved population once they transition out of the education system. In celebration of this and in inclusivity, students from Vibe Fit's Fitness 4 All class will be participating on stage at this year's event to inspire others to get up and get moving no matter what challenges they may be facing. A registration fee of \$10 includes parking, bottled water and a free admission ticket to the festival.

"We are grateful for the unwavering support of our new and returning sponsors for Arts, Beats & Eats. Their generosity and belief in our vision allow us to curate an unforgettable festival experience year after year. Because of their invaluable contributions we are able to bring in fresh and exciting attractions that keep attendees excited to return," Jon Witz, Arts, Beats & Eats producer. "We look forward to this year's festival, where we will celebrate the power of art, music, food and our vibrant community in a way that will inspire, entertain and create memories for all who attend."

2023 COMMEMORATIVE ARTS, BEATS & EATS POSTER

For the first time in its history, Arts, Beats & Eats organizers have proudly partnered with [Adam Hoffman](#), one of the festival's long-time juried fine art show artists, to bring to life this year's commemorative edition poster. Hoffman is a self-taught digital artist with an engineering background that specializes in fractal art for its infinite possibilities and its technical nature. Hoffman said he drew inspiration from the energy of the Arts, Beats & Eats festival, creating a piece called 'Electric Elegance' with circular feathery shapes representing music and the grids of smaller circles resembling stage lights. A small quantity will be available for purchase at the festival.

NEW! – 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 2023, as well as offering specific **Corewell Health Fast Lane** entrances for advance ticket holders only. Tickets will go on sale in late July with discounts available for advance ticket purchases.

2023 FESTIVAL HOURS AND ADMISSION

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 will be sold for \$7 in advance. Admission is free before 5 p.m. on Friday, Sept. 1 and \$12 after 5 p.m. Every other day, admission is \$10 before 3 p.m. and \$12 after 3 p.m. Cash and credit card transactions will be accepted at gate entrances.

2023 SPONSORS

Soaring Eagle Casino & Resort, Flagstar Bank, Anheuser Busch, Baker College, Corewell Health, Fabiano Brothers, Faygo, House of Dank, Kroger, Liquid Death and Priority Health.

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.

###

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 www.artsbeatseats.com or call 248-541-7550.