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NEW WATERFRONT CONCERT SERIES LOOKS TO CARRY MOMENTUM FORWARD TO NEXT SUMMER

Grand Haven, MI - With two successful concerts under their belt, the new SUMMER SESSIONS | WATERFRONT CONCERT SERIES *presented by Mercy Health* held at the Lynne Sherwood Stadium in Grand Haven will now focus its energy on booking talent for an expanded series in summer of 2020.

"Our first two concerts were a huge success - not just with the crowds, but also the bands who performed," said concert promoter Michelle Hanks of Seven Steps Up. "The acts that played here loved the venue and setting so much, they asked to come back and play again. That news has spread quickly within the industry and we already have many new acts and their agents inquiring about next summer's series."

The plan for the summer 2020 series will be to have four concerts and to announce the full line up by February 2020. This will allow promoters to market tickets and sponsorships much further in advance than they had in the inaugural year.

"I personally watched in awe as people stood in a long line to get into Summer Sessions' concert #2," said Pat McGinnis, Grand Haven's City Manager. "There is no doubt this will become something very special in the years ahead. People who attended the two concerts thus far and the community all agree, there's no comparison to this spectacular venue and setting ... add in great music acts and our sunset coast, it's simply the best West Michigan has to offer."

Originally, organizers for Summer Sessions were working to secure additional acts for the inaugural year, but preferred acts had already been booked or were ending their tours with no additional dates available.

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Moving into the 2020 series, Summer Sessions will maintain support from the lead sponsor Mercy Health. Other key sponsors are looking at renewing and even adding to their sponsorship levels for next summer and beyond.

"We're very proud of the start we've had and the partnerships we formed with our sponsors, the city and the community," said Hanks. "This extra time to prepare for next summer and the learnings we've had thus far will only make our future events even better. One aspect that will help us do that is we're restructuring the entire series to be a nonprofit venture ... this will be something that will benefit the community even more. So, while we're sad to see an end to this summer's efforts, we are so pleased and excited to see so many good things on the horizon."

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