



NEWS ANNOUNCEMENT

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FOR IMMEDIATE RELEASE

TALL SHIP CELEBRATION: BAY CITY ANNOUNCES NEW PARTNER: IT'S NOW EASIER THAN EVER TO GET TICKETS TO THE BEST TALL SHIP FESTIVAL IN NORTH AMERICA!

[Bay City, Michigan] Tall Ship Celebration is pleased to announce a new partnership with the Kroger Company of Michigan that will make it easier than ever to get tickets to the award-winning maritime festival returning to Bay City July 14—17, 2016. Kroger customers can purchase vouchers for Tall Ship Celebration daily admission tickets and Souvenir Passports at all 129 Kroger stores in the state of Michigan. Better yet: they will receive a \$1.00 discount per ticket purchased at participating Kroger stores.

“Kroger is pleased to partner with Tall Ship Celebration and offer our customers this great opportunity to enjoy such a spectacular maritime event. The splendor and enjoyment the event brings to the area is very unique, and we know our Bay City friends and neighbors appreciate the support.” said Ken McClure, Customer Communication Manager for the Kroger Co. of Michigan.

Vouchers for festival tickets are expected to be available by April 1st. Each Tall Ship Celebration guest will need a daily admission ticket—one per person, per day—to attend the festival. Once inside the festival grounds, guests can enjoy a full schedule of international maritime music and a number of family-oriented activities, as well as a view of the ships. In order to actually board and tour the visiting tall ships, guests will also need to purchase a Souvenir Passport. Souvenir Passports are not transferable; each guest must have his/her own. However, Souvenir Passports are good for the entire festival weekend so, regardless of how many days you spend at the festival, you'll only need to buy one Passport per person.

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Pricing for the daily admission tickets and Souvenir Passports is the same: \$8.00 until June 30th and \$10.00 as of July 1st. Guests who purchase their tickets and/or Passports at a Michigan Kroger store will receive a \$1.00 per ticket discount making the prices \$7.00 until June 30th and \$9.00 as of July 1st.

"We are delighted to partner with Michigan Kroger stores to sell tickets for our 2016 festival," explained Shirley Roberts, Tall Ship Celebration event coordinator. "With 129 stores in Michigan, Kroger customers will find it so convenient to get tickets for our event."

Customers who buy their Souvenir Passports at a Kroger store will receive a voucher that they will redeem at the festival admission gates. Tickets and Souvenir Passports can also be purchased on-line at www.tallshipcelebration.com after April 1st.

Incorporated in Michigan in 1909 and headquartered in Novi, The Kroger Co. of Michigan includes 19,000 associates, 129 Kroger stores, 69 fuel centers, 103 pharmacies and the Michigan Dairy. In 2015, the Kroger Co. of Michigan was named "Outstanding Corporation" by the Association of Fundraising Professionals for its work to support education, better health and to put an end to food insecurity.

The **TALL SHIPS® CHALLENGE** is a series of races and rallies produced annually by Tall Ships America, a non-profit membership organization based in Newport, Rhode Island. The event rotates among the east and west coast of the United States and the Great Lakes.

Tall Ship Celebration: Bay City hosts the fleet when it visits the Great Lakes. Bay City has been the only official host port in the state of Michigan since 2006 and has won the coveted "Port of the Year" award from Tall Ships America more than any other host community in all of North America. Bay Sail, a non-profit educational organization that owns and operates the tall ships *Appledore IV* and *V*, is producing the 2016 maritime festival on behalf of the Tall Ship Celebration Board of Directors.

Tall Ship Celebration 2016 is presented by the Dow Corning Corporation and sponsored by McLaren Bay Region and Mlive Media Group with additional support from Wildfire Credit Union, Consumers Energy, St. Mary's of Michigan, Independent Bank, First Merit Bank, the Dow Chemical Company and Chemical Bank.

For more information about Tall Ship Celebration or Bay Sail, contact Shirley Roberts by phone at 989-895-5193, by email at Shirleyr@baysailbaycity.org, or visit the following websites: www.tallshipcelebration.com or www.baysailbaycity.org.

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