2020 SOARING EAGLE ARTS, BEATS & EATS OFFICIALLY CANCELED, BUT THE BEAT GOES ON TO HELP SUPPORT LOCAL MUSIC SCENE AND OTHERS HIT HARD BY COVID-19

- With 2020 festival a no-go, event pivots to launch The Beats Go On... aiming to raise $500,000 for local musicians
- Oakland County expected to support the cause
- Musician benefit includes online and “drive-in” musical entertainment components
- “Arts” and “Eats” also “Go On” with live activations, plus two limited capacity health and wellness events

ROYAL OAK, Mich. – Soaring Eagle Arts, Beats & Eats presented by Flagstar Bank today announced that the 2020 Labor Day Weekend tradition is officially cancelled due to the COVID-19 pandemic.

“Oakland County and the State of Michigan have been doing a great job and we’ve been following the lead of health officials. We respect the Governor’s decisions for public safety. Taking into account current executive orders on attendance for local gatherings, and the six-week planning window to pull off the festival, along with the unlikelihood that orders would dramatically change, it’s very clear that there is no path for Arts, Beats & Eats in 2020,” said event producer Jon Witz.

While the festival has been canceled, virtual and small-scale live activations will take its place to spread a little bit of art, music, food and health, including a major effort to support the local music industry. The featured component of the 2020 event reincarnation will be “The Beats Go On...” which seeks to raise hundreds of thousands of dollars for local musicians, as well as spread the joy of music virtually and through limited capacity drive-in concerts Labor Day Weekend.

“We are committed to helping support some of the hardest hit members of our community, musicians, and we will not let our weekend pass without doing something fun and meaningful for the region,” added Witz.

THE BEATS GO ON (PHASE 1 – donations and virtual shows)
Now-Sept. 3

A donation link found at artsbeatseats.com will be the conduit to help local musicians hit hard by COVID-19 and will be promoted by a major ad campaign throughout southeast Michigan. Oakland County is expected to provide significant financial support with seed money and/or matching funds to help out the music industry with specific support levels being announced in the near future.
“We applaud the commitment to work closely with our health department on entertainment plans, and the creativity to help musicians,” said Dave Coulter, Oakland County Executive. “I know so many of our local musicians have been severely impacted because of the pandemic, with most events and performances canceled. We see you, and value your work in our community, and we will work together to get through this together.”

In addition to this key fundraising initiative, more than 400 bands across nearly 15 genres will perform virtual concerts to raise money for the cause, **Aug. 27 through Sept. 3**. Each virtual concert will serve as a fundraiser for the band, while bringing shows to their fans.

Bands keep their own funds raised. Funds garnered through the donation link will be earmarked and split by qualifying local performers whose pre-COVID-19 earnings were more than 50 percent generated by music-related and band performance income. Virtual performances locations/access will be released in the weeks ahead.

“People are looking for creative ways to connect during this unprecedented time and music is a common bond that brings people together. . . while allowing them to stay physically distant. I think we’ve found a fun solution,” Witz said.

Bands interested in joining the virtual performance line up should contact Jaime Wilkins: jaimew@artsbeatseats.com.

**THE BEATS GO ON…AND ON (PHASE 2 – Drive-In Concerts)**  
**Sept. 4-7**

Concertgoers longing for a live performance won’t be disappointed this Labor Day Weekend. Downtown Royal Oak will deliver a series of live **drive-in concerts** from local musicians to also support the cause. Taking place **Sept. 4-7** in the festival’s traditional national stage parking lot at 6th and Main streets, The Beats Go On. . . will feature up to five shows per day with room for 50 vehicles per show. Each performance will deliver 30-minute high energy sets from two Michigan bands offering an array of themed genres.

Some of Detroit’s finest talents have already signed up to perform, including Thornetta Davis, The Reefermen, The Orbitsuns, Larry Lee & The Back In The Day Band, Your Generation In Concert, Jennifer Westwood & The Handsome Devils and Alise King.

Each ticket admits two people per vehicle and may be purchased for $30, with revenue divided between bands performing. All other concert costs are funded by the Arts, Beats & Eats Foundation. The concerts are expected to generate an additional $30,000 for musicians as well as taste of a live performance for local music fans.

Safety is a priority for both concertgoers and bands. Cars will park more than 15 feet apart, and all band members will be at least six feet apart while performing and 20 feet from those viewing performances. Masks will be required in the backstage area at all times for crew and musicians waiting to perform. Masks also will be required for everyone entering the drive-in, as well as when food is delivered and upon attendees exiting their vehicles to use the restroom.
ARTS, EATS AND...HEALTH

Labor Day Weekend will once again deliver art, eats and some health-focused fun to metro Detroiter, too, just in a different format this year.

With cancellations of nearly all summer art fairs and shows, artists have been impacted by the pandemic. Keeping the spirit of its past juried fine art shows alive in 2020, Arts, Beats & Eats has launched Art by Appointment. Patrons can preview artists’ work online and then be scheduled for a 75 minute visit with up to 20 participating juried fine artists. Fifty guests every 75 minutes and one visitor per booth at a time will be permitted. Masks will be required for artists and patrons. To ensure ample physical distancing, markers will be placed every 6 feet outside of booths to cue individuals waiting to view art. Booths also will be placed 10 feet apart.

A holiday weekend would not be complete without tasty treats to quell grumbling stomachs. Working with neighborhood associations, Eats On Your Street will deliver top locally-owned food trucks into Royal Oak neighborhoods and nearby communities, such as Clawson, Berkley, Huntington Woods and Ferndale and others. Staff at each stop will ensure physical distancing and mask wearing when appropriate. This opportunity is not open to the public, and neighborhood associations from Oakland County can contact the festival online to learn how to participate.

Individuals looking to shake their cabin fever and get their blood pumping should mark their calendar for Labor Day Weekend in downtown Royal Oak. On Saturday, Sept. 5, a 100-person Zumbathon-style fitness dance event takes over the main stage parking lot. Guests will maintain a minimum of 12 feet of physical distance and must wear a mask for entry/exit and until they are positioned in their assigned location to start the event. A live online portion of the fitness dance event will provide opportunities for hundreds of more to participate virtually with all money raised being split between Forgotten Harvest and “The Beats Go On” campaign.

On Sunday, Sept. 6, a 100-person yoga class courtesy of Thrive Hot Yoga will take over the same main stage area. A small fee will be charged for these classes that will be split among COVID-19 charities and fitness instructors who have been out of work. Masks will be required for entry/exit and worn until participants are positioned in their assigned socially distanced location to start the class. More details are forthcoming.

All events have been constructed in collaboration with the Oakland County Health Department and meet current State of Michigan event guidelines.

“People naturally seek arts and cultural engagement, as well as a sense of community for their well-being. If we can provide a managed outlet that uses prescribed safeguards, such as requiring masks and physical distancing, we see activities like these delivering a safe and fun environment,” said Kathy Forzley, Director, Oakland County Department of Health and Human Services. “I believe this thoughtfully planned cultural vignette format is an important example that could open the valve for future arts and cultural events across the region, keeping people connected while being apart.”

All line-ups, links to fine artists, registrations and Eats on Your Street requests can be found and completed at artsbeatseats.com.
THE BEATS GO ON... SPONSORS
Soaring Eagle Casino & Resort, Flagstar Bank, City of Royal Oak, Pepsi, Metro by T-Mobile, Oakland County, Priority Health, Shorts Brewing, WDIV LOCAL 4, Fox 2 Detroit, WWJ-AM Newsradio 950, The Detroit News, 99.5 WYCD, 100.3 WNIC, MIX 92.3, 94.7 WCSX, 104.3 WOMC, Channel 955, 106.7 Detroit’s Wheels, 105.1 The Bounce, 97.9 WJLB, 98.7 The Breeze and 101 WRIF.

For additional information and the most recent event updates on The Beats Go On... and other events visit artsbeatseats.com or call 248-541-7550.

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