FOR IMMEDIATE RELEASE
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THORNETTA DAVIS, LAITH AL-SAADI AND MORE THAN 200 ADDITIONAL MUSICAL ACTS
SIGN ON FOR THE BEATS GO ON. . . BENEFITTING LOCAL MUSIC COMMUNITY;
$500,000 FUNDRAISING GOAL POSSIBLE WITH PENDING OAKLAND COUNTY GRANT

Schedules and registration info for music, art, food and health events now live

ROYAL OAK, Mich. – From legendary tribute band Your Generation in Concert to acoustic singer-songwriter Teddy Richards and “urban country” artist Paulina Jayne, Labor Day Weekend 2020 is for music lovers at The Beats Go On. . . Today the event production team announced the event’s music lineups, schedules and ticket information, as well as fun ancillary events designed to help support musicians, fine artists and others impacted by the COVID-19 pandemic. The event aims to raise $500,000+ for the music community alone over Labor Day Weekend.

“Metro Detroit’s most talented local bands have come together in an amazing way to help support each other during this extraordinary time,” said Jon Witz, event producer. “Working with Oakland County health officials, we found a safe way to bring people together in a fun, physically distanced way to help support local musicians while giving people access to the type of entertainment they’ve been missing. All events have been constructed in collaboration with the Oakland County Health Department and meet current State of Michigan event guidelines.”

VIRTUAL SHOWCASE
Nearly 200 performances across nearly 15 genres, will perform virtual concerts spread across a full week to raise money for the cause: Aug. 27 through Sept. 3, 2020.

The jam-packed virtual performance schedule features Laith Al-Saadi, Blues/Soul; Paulina Jayne, Country/Americana; Joe Jaber and the Last Divide, Rock; APlus, Pop; Acoustic Singer-songwriter Ali McManus; the R&B/Jazz musical project Djangophonique; Alan Turner, Country; The Beggars, Rock; Pretty Stringz and the Fellas, R&B/Jazz; Detroit School of Rock & Pop Music Solo Showcase, Rock; Overdrive Orchestra, Rock; and Blues/Soul guitarist, singer-songwriter Joe Barksdale. Addendum A to this release is a list of confirmed artists to date for the Virtual Showcase.

A schedule and links to online performances can be found by visiting http://artsbeatseats.com/virtual-showcase-supporting-local-musicians.

DRIVE-IN CONCERT SERIES
Downtown Royal Oak will deliver a series of live drive-in concerts from local musicians to also support local musicians. These concerts will take place Sept. 4-7 in the festival’s traditional national stage parking lot at 6th and Main streets. Each performance will deliver a pair of 30-minute high energy sets from Michigan bands offering an array of themed genres.

Performers and bands taking the stage include a block of female Alt Rock force featuring Steffanie Christi’an and Eva Under Fire; a groovy tribute block featuring Grateful Dead and Santana Tributes; some of Detroit's finest R&B with blocks that spotlight Melanie Rutherford and Larry Lee & The Back in the Day Band, Alise King and Ryan Neal; powerhouse female country with Raye
Williams and Jennifer Westwood and the Handsome Devils, countered by the bad boys of country with George Aneed and The Orbitsuns; exciting international combos with Raion Taiko and Da’Ja; Leaving Lifted with the Polish Muslims, who are guaranteed to bring the party vibes; and Your Generation in Concert to conclude the series.

Each ticket admits two people per vehicle and may be purchased for $30. The Drive-In performance schedule, along with links to ticket registration, can be found at http://artsbeatseats.com/drivein-concert-series. Addendum B is the list of confirmed artists to date for the Drive-In Concert Series.

COUNTY SUPPORTS “THE BEATS GO ON...”
oakland county is partnering with the “beats go on” and supports the efforts and mission to provide support to musicians and artists impacted by the pandemic.

“We’re keenly aware of the impact of COVID-19, not only on our residents and businesses, but also on our creative community,” said oakland county executive david coulter. “At a time when live performances have all but been halted, our music community has demonstrated its continued resilience. Arts, Beats and Eats is a county gem and we deeply appreciate efforts to continue its spirit under safe conditions this year. We know artists and musicians want to get back on their feet and have safe avenues in which to perform and display their art.”

“Oakland County has set aside money to assist individuals who find themselves in need of emergency financial assistance because of the COVID-19 pandemic, and we welcome the opportunity to support ‘The Beats Go On’ as a way to lift up the importance of Oakland County’s creative community,” said Oakland County Board of Commissioners Chairman David T. Woodward. "We stand ready to further our partnership to help those negatively impacted by the pandemic."

Funds received from the Go Fund Me campaign established by the Arts, Beats & Eats Foundation (https://charity.gofundme.com/o/en/campaign/the-beats-go-on) will be used to support musicians who have earned 50 percent or more of their income pre-COVID-19 from the music industry.

ADDITIONAL PLEDGE OF SUPPORT
for the jeep® brand and its family of jeep® vehicle owners, the hills have long been alive with the sounds of music. in support of the beats go on music fund, which helps local musical talent impacted during these unprecedented times, the jeep brand will be providing jeep® wave members with free admission to shows of their choice in the beats go on drive-in concert series, throughout the four-day festival.

jeep® wave members will have access to their own drive-in viewing spot to enjoy the live music experience in person during labor day weekend. tickets will be provided on a first come first serve basis. jeep wave members in the metro detroit area should be on the lookout for an email from jeep wave to claim their spot.

jeep® wave is an exclusive membership program for select vehicle owners filled with exciting benefits and perks, such as preferred treatment at jeep® brand events, no-charge maintenance and same-day rental, trip interruption coverage and more. it is all created to bring its owners the utmost in care and dedicated 24/7 support.

ART BY APPOINTMENT
art by appointment takes place saturday, sept. 5 and sunday, sept. 6. patrons preview artists’ work online now and schedule a 75-minute visit with up to 20 participating juried fine artists. masks are required for artists and patrons, as well as an adherence to additional safety measures.

juried fine artists include painter Yoram Gal of Old Jaffa, Tel Aviv, Israel; Tyler Voorhees, Mixed Media 2D, Fennville, Michigan; Antoine Terhune, Jewelry, Harrison Township, Michigan; and Joy
McCalvin of Joyful Creations, Fabric/Fiber/Leather, Waterford, Michigan. Addendum C to this release is a list of confirmed artists to date, as well as links to their work.

Tickets are $5. Tickets can be purchased by visiting http://artsbeatseats.com/art-by-appointment.

HEALTH
The class that has become synonymous with fun at Arts, Beats & Eats over Labor Day Weekend goes virtual this year and helps a good cause. At 9 a.m. Saturday, Sept. 5, participants can join online for a live Zumbathon Celebration brought to you by Priority Health by simply making a $5 donation to Forgotten Harvest and The Beats Go On Go Fund Me campaign.

At 9 a.m. Sunday, Sept. 6, a 100-person yoga class courtesy of Thrive Hot Yoga – Stretch for a Cause, Yoga to Live Music – will take over the main stage area. Thrive Hot Yoga’s original 26+2 style (Bikram Yoga) is family-friendly and perfect for beginners, and will feature live music from Blackman/Wallin, a combination of World Music and Detroit Soul. A $15 donation fee will be split among local yoga instructors and musicians. Masks will be required for entry/exit and worn until participants are positioned in their assigned socially distanced location to start the class.

Registration and ticket information for both the Zumbathon Celebration and yoga is available at http://artsbeatseats.com/priority-health-healthy-fun.

EATS ON YOUR STEETS
Eats On Your Streets will deliver top locally owned food trucks into local neighborhoods and surrounding communities. These will not be publicized to make sure that these events stay for neighbors only. Those interested in participating should submit information by Aug. 23 through http://artsbeatseats.com/eats-on-your-streets.

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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