

MUSIK FEST *2022*

**ArtsQuest
101 Founders Way
Bethlehem, PA 18015**



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Media Contact:

Shannon Keith, ArtsQuest Director of Communications, skeith@artsquest.org

A Nonprofit Music Festival Returns to Bethlehem, PA this August

BETHLEHEM, Pa., - The tradition of Musikfest returns to the city of Bethlehem this August. The nonprofit music festival will be held from Aug. 4-14, 2022.

Musikfest is a 10-day music festival that features music, food, art and street performers. There are hands-on activities for families and children to participate in for the full art experience.

Musikfest is a free and non-gated music festival for the entire community to attend. The only tickets that need to be purchased are for the headliners. Headliners for this year will include Kelsea Ballerini, Willie Nelson & Family, Poison and Alabama.

Sunday, Aug. 7, is Inclusion Day at Musikfest. There will be American Sign Language (ASL) interpretation at Coast to Coast, The Funkitorium, Baha Men and Poets for Justice. All of these performances will take place at the Air Products Americaplatz.

“The Musikfest Inclusion Zones are sensory-supportive spaces that provide services, tools and amenities to benefit individuals with sensory-processing difficulties of all ages and disabilities,” said ArtsQuest, the organization behind Musikfest.

As Musikfest returns to Payrow Plaza, there is a newly named PNC Stadtplatz. The new Platz name was suggested through social media by over 2,000 fans of Musikfest. The meaning behind it is that it stands for “city place” or “town square.” The Platz will feature free performances every night from 5-10 p.m.

The festival runs throughout the entire city of Bethlehem. The north side covers the Historic Moravian District and the south side covers SteelStacks in the SouthSide Arts District. The north

side hours are Aug. 5 from 5-11 p.m. and Aug.6-14 from noon - 11 p.m. The south side on weekdays will run from 4-11 p.m., on Fridays from 4 p.m. - 1 a.m., Saturdays from noon - 1 a.m. and Sundays from noon - 11 p.m.

As mentioned before there will be food options available to all attendees including new ones coming this year. The new food spots include The Little Sicilian, The Munchy Machine, Big Wil & The Warden, Homer's Girl, French Toast Bites and Slabs and Crabs.

Attendees can't forget to grab Musikfest's signature mug that is reinvented each year. Mugs can be used for hot and cold drinks and can be filled up at stations throughout the festival. There will be other artwork that matches the mug that can be purchased at Musikfest merchandise.

The art activities that are available will include glassblowing, paper poppy making, the Crayola Creativity tent and much more. Attendees can also browse through local art pieces and craft vendors. The street performers are loved by crowds young and old as well.

Tickets can be purchased through the website at <https://www.musikfest.org/tickets/vip-packages/>. There are VIP packages that include the steel terrace and the oasis. These packages cost \$20 and creature reserved seating, private restrooms, a full-service bar and a parking pass.

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Musikfest is a nonprofit and non-gated music, food and art festival located in Bethlehem, Pennsylvania. It was founded by a 501 nonprofit organization called, ArtsQuest, which is known to provide art and culture to Lehigh Valley. Musikfest features hundred of free music performances along with a different group of headliners each year. Music isn't the only option as there are endless amounts of food and beverage places to stop attendees from going hungry. Attendees can soak up all that Musikfest has to offer by indulging in walk-through art and street performers as well. To find out more information on this year's Musikfest visit the website at <https://www.musikfest.org/>. Fans can also keep themselves updated through their social media like Instagram and Facebook (@Musikfest).



Backgrounder

Musikfest originated in 1984 in the Lehigh Valley region, but more specifically Bethlehem, Pennsylvania. Musikfest is a non-gated free music festival founded by Jeffrey Parks, the principal leader of the music festival. Jeffrey Parks was president of ArtsQuest, the company that runs the event, for 31 years.

ArtsQuest is a 501 nonprofit organization that provides access to culture, art and educational programs to the residents along with friends of Lehigh Valley. Artsquest programming reaches out to more than 1.9 million people each year through events such as its flagship event, the Banana Factory Arts Center and Musikfest. Roughly 50% of Artsquest events are free, however, they have a combined economic impact of \$136 million each year.

Musikfest is the largest free music festival in the United States. It happens annually in August for 10 days and features more than 500 performances. The original Musikfest in 1984 brought in about 184,000 people. Musikfest 2021 welcomed in over a million returners and newcomers for food, music, drinks and a fun time.

The music festival features 15 different stages between the south side and the north side. The festival is not just music; it includes over 49 food vendors waiting for customers to try their delicious meals. Not only that, but those who attend the 10-day event will also come to find street performers, family activities, hand-crafted items being sold and a firework display.

As mentioned the music festival is entirely free, however, to see the headliners of the festival fans must have a ticket. Headliners in the past years have included Darius Rucker, Sam Hunt, Jimmie Allen, Weezer, The Chainsmokers, Brad Paisley and many more. Musikfest also takes into consideration the fact that there are many music genres out there. The festival includes a genre for everyone whether that's pop, R&B, rock, country or jazz.

The headliners this year will include Kelsea Ballerini, Willie Nelson & Family, ALABAMA and Poison. Musikfest will be held from Aug. 4, 2022 - Aug. 14, 2022.



Biography Page

Kassie Hilgert

President and CEO, ArtsQuest

Kassie Hilgert is a Penn State University alumnus with a degree in communications. She began her career working at Good Shepard Rehabilitation Network as the director of marketing for five years starting in August 1998. After that, she moved on to the company Air Products where she worked as the senior communications specialist from October 2003 - October 2005. She then moved up to manager of community relations and philanthropy at Air Products until starting her career at ArtsQuest in November 2008. She was senior vice president of marketing and advancement until becoming the president and CEO in September 2014.

Hilgert has been published in American Way, Arts LINK and Pollstar. She has also worked on projects for the National Arts Marketing Project, the Pennsylvania Council of the Arts and Air Products. She is skilled in crisis and corporate communications, marketing strategy and management.

Ray Neeb

Senior Vice President of Operations

Ray Neeb graduated from the Kutztown University of Pennsylvania with a degree in elementary education and teaching. He started working at Dorney Park in 1994 as the food service area manager. After working there for four years he immediately jumped into his career at ArtsQuest. He began as director of operations for 13 years until moving up to become the vice president of facilities and festivals management. After eight years of that title, he now sits as the senior vice president of operations.

He now focuses on his skills in budget management in order to create successful events.

Shannon Keith

Director of Communications

Shannon Keith graduated from Marywood University with a degree in communications and media studies. She was a broadcast specialist at Democratic Staff for almost six years. She became a college professor at Keystone College in August 2001 and an adjunct professor at Southern New Hampshire University in September 2015. She also has worked as a digital media consultant at Barefoot Studies starting in July 2008. She received the title at ArtsQuest as director of communications in July 2022.

She has been published in Rocky Glen Park and has worked on multiple projects for National Park Services.



Blog Post

Musikfest is a 10-day event that every fan should know how to prepare for

Are you ready to start your week and a half at Musikfest? Here are some helpful tips to make sure you are prepared for what's to come. You will find out about where you can eat, stay and park to make sure you and your friends and family have the absolute BEST time!

Where to Park

Don't be worried about getting to and from the site. Musikfest has you covered with all of your transportation necessities. There are two remote areas to park that will have a shuttle service that will bring the attendees to the festival grounds. To arrive at the Colonial Industrial Quarter on the north side of the festival fans should park in the valley center parkway. To arrive at the SouthSide Arts District of the festival fans should park at 240 Emery St. As mentioned, there will be a round-trip service shuttle that costs \$5 per adult and \$3 per child. In order for fans to travel to and from the different festival grounds, attendees can use the north-south transfer which will cost \$4 per adult and \$2 per child for unlimited daily rides.

What to Eat

What's a music festival without a festival of food? Musikfest offers a plethora of food vendors, trucks and tents filled with every foodie's guilty pleasure. Some of the food vendors will include Sherry's Crab Cakes which features the famous MEGA crab sandwich, Greek Street which allows a vegan-friendly option of gyro and garlic chicken on a stick from Thai Jasmine. However, that's not all. Attendees can dive into Cubano Xpress, Island Expressions, Monte Cristo and The Munchy Machine. Don't forget to check out the Fud Truck for their secret menu option which is a hot chicken sandwich topped with a brown and roast beef sandwich.

Where to Stay

Just because you're not from Pennsylvania doesn't mean you should miss out on this week and a half filled with fun. There are multiple close places to stay including hotels and a bed and breakfast. One of its premier partners is the Wind Creek Bethlehem which is just a minute's walk from Musikfest. They also have a historic partner called, Historic Hotel Bethlehem, which is the number two historic hotel in the country. There is also a Holiday Inn, Comfort Suites, Hyatt and Sayre Mansion Inn nearby.

MUSIK FEST₂₀₂₂



Country music star Darius Rucker kicks off the first night of Musikfest on Aug. 5, 2021. This was Rucker's first time back on the road and fans watched him arrive at 4 p.m. jumping to get back on stage.

A Bachelorette party gathers on Aug. 8, 2021, to watch Sam Hunt perform on the Steel Stage. Also photographed is the infamous collectors' mug that Musikfest creates each year and they can be found at the merch tents. Another staple item featured is the island noodles that can be picked up from the food truck in the center of the festival.





Fans get to watch the festival come to an end from SteelStacks, a 10-acre campus dedicated to the arts. Fireworks go off in the background during Musikfest 2021 on the south side of the festival.



NORTH SIDE



- Music Venue
- Musikfest Merchandise
- North South Transfer Site
- Bank ATM
- IGS Energy Recycling Station
- Good Shepherd Rehabilitation Network Inclusion Zone
- First Aid
Sponsored by Lehigh Valley Health Network
- Pedalplatz
- LANTA Bus Stop
- All LANTA Bus stops are accessible for people with disabilities except Second Street stop on the South Side.*
- For details and more info on LANTA services, visit lantabus.com and check Musikfest.*
- Available at Walnut Street Parking Garage, North Street Parking Garage and Musikfest's off-site shuttle lots. (not pictured on map)*
- Persons with Disabilities Parking**
Based on availability with a state issued placard and located along both sides of Lehigh Street
- Restrooms



The map can be found online as well as on the Musikfest app that is presented by PNC Bank. The north side map features bathroom locations, music venues, parking areas, first aid and more.

MUSIK FEST 2022 SOUTH SIDE



Music Venue

Musikfest Merchandise

Box Office/Will Call

North South Transfer Site

Bank ATM

IGS Energy Recycling Station

Good Sheperd Rehabilitation Network Inclusion Zone

First Aid
Sponsored by Lehigh Valley Health Network

Pedalplatz

LANTA Bus Stop

All LANTA Bus stops are accessible for people with disabilities except Second Street stop on the South Side.

For details and more info on LANTA services, visit lantabus.com and click Musikfest.

Persons with Disabilities Parking

Based on availability with a state issued placard and located in the RE and RW lots off of Second Street.

Restrooms



The map can be found online as well as on the Musikfest app that is presented by PNC Bank. The south side map features bathroom locations, music venues, bank atm, transportation services and more.