



MEDIA CONTACT

Tyechia Price
Public Relations Manager, Visit Beloit
tyechia@visitbeloit.com
(608) 313-1373

March 15, 2023

FOR IMMEDIATE RELEASE

Make Music Beloit to Commence with Free, City-Wide Summer Solstice Music Festival

BELOIT, Wis. – Musicians and music lovers have a new way to celebrate the summer solstice this year with Make Music Beloit, which takes place on June 21, 2023, as part of the international Make Music Day festival.

Originating in France in 1982, the Make Music Day festival allows venues, shops, restaurants, and a variety of other public spaces, and musicians, to connect with one another, allowing multiple opportunities for pop-up music across the city.

It uniquely gives unparalleled access to performances in both traditional and untraditional ways, a decision which was thoughtfully considered for months prior to the announcement.

“More than a dozen arts organizations in Beloit have been meeting recently to discuss ways to better engage the community. A suggestion was made to start with an initiative that could involve all residents, businesses, and arts-based groups to be as inclusive as possible,” explains Celestino Ruffini, CEO of Visit Beloit, on how Beloit became part of the long-running musical day. “Make Music Day festival concept [is] a perfect fit because of its longstanding history in Wisconsin. Beloit’s decision to participate as a community for Make Music Day this year pushed Wisconsin to having the most cities of any state in the United States participating this year.”

Venues can be any public-access, free entry location in Beloit, wishing to host musicians. Musicians can be of any age or experience level and play any musical genre. Registration for both venues and musicians is now open and lasts through June 2. Matching venues with musicians will conclude June 7th.

The day is meant to not only bring out the musical talent in Beloit, but also to uplift the community.

“Make Music Beloit seeks to engage people of all ages and backgrounds through the celebration of music. Music, in all forms, can be inspiring and motivational. The residents of Beloit deserve celebrating and what better way to do that than through music. Visit Beloit’s involvement with the festival is simply to ensure that art is accessible to all and to promote a mechanism that brings the community together,” says Ruffini.

For more information on Make Music Beloit, please visit <https://www.makemusicday.org/beloit/> or contact beloit@makemusicday.org with questions.

#

About Visit Beloit

Visit Beloit's mission is to be Greater Beloit's tourism champion using our expertise to generate positive economic impact and to create a vibrant community for residents and visitors. For more information, please visit www.visitbeloit.com.

About Make Music Day

Held annually on June 21, Make Music Day is part of the international *Fête de la Musique*, taking place in more than 1,000 cities across 120 countries. The daylong, musical free-for-all celebrates music in all its forms, encouraging people to band together and play in free public concerts. This year, more than 100 U.S. cities are organizing Make Music celebrations, encompassing thousands of music making opportunities nationwide. Make Music Day is presented by the NAMM Foundation and coordinated by the nonprofit Make Music Alliance. For more information, please visit www.makemusicday.org.