



MEDIA CONTACTS

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

June 20, 2023

FOR IMMEDIATE RELEASE

Kick-Off Summer with Free Concerts All Day During Make Music Beloit's Inaugural Celebration

More than thirty-five scheduled performances in a range of genres are available throughout Beloit

BELOIT, Wis. — The longest day of the year gets extra festive with Make Music Beloit, a day-long music celebration on June 21st, 2023, the summer solstice. The festival offers music lovers, artists, and venues chances to come together and celebrate music from morning through night. Some of the genres to expect are jazz, gospel, blues, reggae among many others.

“Make Music Day is focused on providing free, accessible music to all which is such an important part of building a vibrant community,” details Visit Beloit CEO Celestino Ruffini. “Beloit is a city that has always appreciated the arts, especially live music,” explains Ruffini on the positive response from venues and artist in year one of Make Music Beloit.

Downtown Beloit is host to nine venues, an exciting but not surprising show of support. “The buzz of this being a worldwide event is something [the community members] are extremely proud to be part of. [They] are so supportive of our extremely talented musicians in our area,” affirms Shauna El-Amin, Executive Director of Downtown Beloit Association.

With the addition of Beloit to the line-up of cities offering performances, Wisconsin as a state has the most Make Music Day celebrations compared to anyone in the United States. To check out the venues and artist participating and performance times, please visit [Make Music Beloit](https://www.visitbeloit.com/makemusicday) 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

Originating in France in 1982 and 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.