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Press Release

From: Silver Bay YMCA Conference and Family Retreat Center

**Silver Bay YMCA announces new name for bluegrass festival
Bluegrass in Heaven music festival to be renamed**

Silver Bay – Silver Bay YMCA’s bluegrass festival, Bluegrass in Heaven, is undergoing a rebrand to open the festival up to more people who enjoy the genres that fall into the mountain music category such as americana and folk. The festival will now be known as “Silver Bay’s Mountain Music Festival.”

“The original name of the festival, we came to realize, was unintentionally more limiting than the music this festival could represent. The new name allows us to expand our offerings in order to be as inclusive as possible,” Silver Bay YMCA’s VP of Sales and Marketing Lindsey Butler said on the rebrand.

In addition to the new name, the festival is also sporting a new logo to help the rebrand along.

“Bluegrass in Heaven will forever hold a special place in our hearts and will always be a part of our festival's identity. This rebrand will continue to grow and expand the festival that we all know and love,” Butler added.

Silver Bay’s bluegrass festival originated in 2023, with the planning for it starting in 2022, when a long-time Silver Bay employee and volunteer, Terry Baker, approached Silver Bay with the idea.

“Terry Baker originally came to us with the idea for the bluegrass festival,” Silver Bay YMCA CEO Peter R. Doliber stated. “He came up with the idea as a way to bring bluegrass music to the area and to help Silver Bay attract more guests at a time of year that is traditionally slower. We are grateful that Terry entrusted us with this project and cannot wait to see the festival grow and prosper for years to come while hopefully creating some new bluegrass fans while we are at it!”

Silver Bay’s Mountain Music Festival is set to take place September 12 – 14. The lineup for Silver Bay’s Mountain Music Festival will be announced in the new year.

Silver Bay YMCA’s Assistant VP of Campus and Conference Programming Chet Lastowski added, “The lineup for Silver Bay’s Mountain Music Festival is exciting! With bluegrass at the heart of the festival, each performer brings a unique approach to their music. Whether they are weaving in classical influences or verging into alternative bluegrass, these artists are elevating their craft.”

Tickets for Silver Bay’s Mountain Music Festival will go on sale in the new year.

“Although the name of the festival might be new, the purpose and goals of the festival remain the same: to unite people through music while enjoying the breath-taking scenery and facilities Silver Bay YMCA has to offer,” Doliber concluded.

More information about the lineup for Silver Bay’s Mountain Music Festival, ticket pricing, and lodging options will be announced soon. To learn more about Silver Bay YMCA visit silverbay.org.

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Graphic by Silver Bay YMCA

Mountain Music Logo – The logo for Silver Bay’s Mountain Music Festival features a sun with some music notes behind a mountain range with the text Silver Bay’s Mountain Music Festival below it.

About Silver Bay YMCA: Silver Bay YMCA, founded in 1902, is in Silver Bay, NY, just minutes south of Hague. Its 700-acre campus along one mile of Lake George shoreline offers a breadth of programs for all ages. Silver Bay YMCA is consistently ranked one of the top ten family reunion sites in the country and is on the National Register of Historic Places with the U.S. Department of the Interior. As a mission-based charity, Silver Bay YMCA offers outreach programs in addition to its core activities as a premier conference and family retreat center. Learn more about Silver Bay at www.silverbay.org.

Our MISSION: To foster relationships, strengthen communities and nurture spirit, mind, and body for all.

Our IMPACT: Because of Silver Bay YMCA, connections between people and family are stronger. People are more connected, respectful, and caring. They have the confidence to develop to their full potential and to positively impact the communities in which they work and live. As a result, communities are more dynamic, inclusive, and diverse. As stewards of Lake George, we inspire people to be stewards of the environment while they are visiting our magnificent campus and in their home communities.

