



12/21/2023

Press Release

From: Silver Bay YMCA Conference and Family Retreat Center

Silver Bay YMCA announces 2nd Bluegrass in Heaven Music Festival

Tickets go on sale for 2nd annual festival

Silver Bay YMCA is pleased to announce the return of its premier musical festival Bluegrass in Heaven September 13 through 15, 2024.

The first Bluegrass in Heaven music festival, which took place in September on Silver Bay YMCA's 700-acre campus, passed expectations with over 300 tickets sold.

Silver Bay YMCA's VP of Sales and Marketing Lindsey Butler spoke to the festival's success.

"The first Bluegrass in Heaven music festival was a real success. With national recognition of our festival on various websites and through publications, we were able to draw people locally and from out of town to see world class talent. We're so excited about the second annual Bluegrass in Heaven festival and look forward to welcoming guests and great talent."

The festival organizers are looking forward to bringing the festival back for another year with a new and exciting lineup of artists such as grammy-nominee Della Mae, and IBMA winners Darin and Brooke Aldridge.

Terry Baker the artist procurement lead for the 2024 Bluegrass in Heaven festival stated, "The lineup for Bluegrass in Heaven 2024 includes bona fide stars, like four-time female vocalist of the year Brooke Aldridge and the grammy nominated all female string band, Della Mae."

In addition to a new lineup, festival organizers are also making other changes to improve the festival experience such as offering a discount to festival goers who buy their tickets in advance.

"We are so proud of what was accomplished last year that we wanted to give those in the 'know' an opportunity to get an exclusive discount! By purchasing your tickets early, not only do you guarantee your spot for an unforgettable bluegrass experience, but you also enjoy exclusive savings. Don't miss out on the chance to join us for a premier festival featuring top acts – reserve your seat today and make memories that will last a lifetime," Silver Bay YMCA VP of Programs, Uriah Rodriguez stated.

Until February 29, individuals buying Bluegrass in Heaven Tickets will be able to use the promocode BGIHEarlyBird to receive a 10% discount off their ticket purchase. The promocode will work on all ticket types.

VIP Tickets to Bluegrass in Heaven are also being improved from what was offered at the first festival. With a limited number of tickets being sold, a Bluegrass in Heaven VIP Ticket will get festival goers access to the festival, a custom Bluegrass in Heaven lanyard and badge, preferred seating in the balcony of Silver Bay YMCA's Auditorium, appetizers and two drink tickets for beer and wine each night of evening performances, and access to a one-hour appetizer function meet and greet with performers (a performer passport will be included for signatures).

The festival organizers of Bluegrass in Heaven are so excited to present the 2024 Bluegrass in Heaven music festival and can't wait to see everyone's smiling faces in September as they enjoy the sun, the beautiful views of Lake George, and most importantly bluegrass.

For more information about the upcoming festival or ticket options visit silverbay.org/bluegrass-in-heaven.

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Photos by Silver Bay YMCA

BGIH Photo 1: Jamcrackers perform in the Boathouse at Silver Bay YMCA during the 2023 Bluegrass in Heaven.

BGIH Photo 2: Festival goers enjoy the scenery during the 2023 Bluegrass in Heaven.

BGIH Photo 3: Drank the Gold performs an acoustic set on the Inn porch during the 2023 Bluegrass in Heaven.

BGIH Photo 4: Michael Cleveland and Flamekeeper perform in Silver Bay's Auditorium during the 2023 Bluegrass in Heaven.

BGIH Photo 5: The Bob and Sarah Amos Band perform in Silver Bay's Auditorium during the 2023 Bluegrass in Heaven.

BGIH Logo: The logo for the Bluegrass in Heaven music festival.

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.