



Announcing 54th Annual Festival in the Park!
***Including *New* Edition to Festival in the Park - "After Dark" featuring
Incredible Lineup of Live Music and Party on the Plaza at Berglund Center***

(Roanoke, Virginia) Roanoke Festival in the Park, Inc. and Berglund Center are pleased to announce the **54th Annual Festival in the Park** happening May 23rd – 26th! Festival in the Park Volunteer Board of Directors have planned an event that provides something for everyone! Art, Crafts, Children's activities, the Best Food Trucks in Roanoke and live music all with a commitment to keep all daytime activities free and pricing for the Evening Concerts well within reach of everyone! Festival in the Park has a ***NEW*** edition this year: Festival in the Park: After Dark promises attendees an incredible lineup of live music after the Elmwood Festivities, including the Allman Betts Band and festival favorites, 1964 the Tribute: the ultimate Beatles tribute! This extension of Festival in the Park will be occurring at Berglund Center. Elmwood Park activities will take place on May 25 and 26. Berglund Center activities will take place from May 23rd – 26th.

INTRODUCING FESTIVAL IN THE PARK: AFTER DARK

Festival in the Park: After Dark will offer ticket purchasers a concert pre-party, which includes beverages, food, and a weather-controlled space to kick off their Memorial Day weekend. Thursday will feature a “country night”, with performances from Roanoke’s own Corey Hunley, Kyle Frey, and Logan Crosby. Friday - American Country Rock Band, Pure Prairie League will take the stage. On Saturday, Southern Rock icons, the Allman Betts Band will rock Roanoke. Lastly, the premiere Beatles tribute -1964 the Tribute will close out the weekend.

A promotional banner for the 'Festival in the Park: After Dark' event. The banner has a pink and orange gradient background. On the left is the 'Festival in the Park' logo with colorful circles. Next to it is the 'AFTER DARK' logo with a guitar silhouette. To the right, the dates 'MAY 23 -26' are written in large blue letters, followed by 'LIVE MUSIC! featuring...' in a script font. Below this, the days of the week are listed: THURSDAY, FRIDAY, SATURDAY, and SUNDAY. Under each day is a photo of the performing artist: Logan Crosby on Thursday, Pure Prairie League on Friday, Allman Betts Band on Saturday, and 1964 the Tribute on Sunday. At the bottom, the names of the artists are written in a stylized font: LOGAN CROSBY, PURE PRAIRE LEAGUE, ALLMAN BETTS BAND, and 1964 the Tribute.

Don't miss the opportunity to experience more Festival in the Park! For more information on Festival in the Park and these performances, visit <https://roanokefestival.com/index.php> or berglundcenter.live/events.

Tickets are on sale now! They are available at henritzedentaltickets.com, by phone at 1-866 -HDG -TICKETS, and the Berglund Center Box Office.

Event Details:

Festival in the Park

- **Event:** Saturday, May 25 – Sunday, May 26, 2024 | **Location:** Elmwood Park
- **Event Time:** Saturday at 11 AM & Sunday at 12 PM
- **Schedule:**

Saturday: Gates at 11 AM

- 11 AM – Art & Craft Vendors, Kids Zones
- 12 PM – Performances start and continue on both stages (Elmwood Park & Franklin) throughout the day
- 5:30 PM - 6:30 PM – Last live performance on Franklin Road Stage
- 6 PM - 7 PM – Last live performance on Elmwood Park Main Stage
- Sunset – Movies at the Park

Sunday: Gates at 12 PM

- 12 PM – Art & Craft Vendors, Kids Zones

- 1 PM – Performances start and continue on both stages (Elmwood Park & Franklin) throughout the day
- 5:30 PM - 6:30 PM – Last live performance on Franklin Road Stage
- 6 PM - 7 PM – Last live performance on Elmwood Park Main Stage
- Sunset – Movies at the Park

Tickets Options: FREE for daily activities & Family friendly Movie Pricing

Festival in the Park: After Dark

- Event: Thursday, May 23 – Sunday, May 26, 2024 | Location: Berglund Center
- Event Time: 6 PM -
- Schedule

Thursday:

- 6:00 PM – Concert Pre-Party
- 7:00 PM – Corey Hunley
- 7:45 PM – Kylie Frey
- 8:45 PM – Logan Crosby

Friday:

- 6:00 PM – Concert Pre-Party
- 7:00 PM – Wings of Silver
- 8:15 PM – Pure Prairie League

Saturday:

- 6:00 PM – Concert Pre-Party
- 7:00 PM – Galaxia!
- 8:00 PM – Johnny Lex
- 9:00 PM – Allman Betts Band

Sunday:

- 6:00 PM – Concert Pre-Party
- 7:00 PM – Sessions Band
- 8:15 PM – 1964 the Tribute

Tickets Options:

- THURSDAY - \$20, \$30 (PIT)
- FRIDAY - \$25, \$40 (PIT)
- SATURDAY - \$45, \$150 (PIT)
- SUNDAY - \$10, \$25 (PIT)

WEEKEND GA PASS (for all shows): Early bird until March 31st - \$69

Regular Pricing - \$85

PO BOX 13005 ★ ROANOKE, VA 24030-3005 ★ 540-853-2241

Parking- FREE OF CHARGE

About Berglund Center:

Celebrating over 50 years of bringing the world's best music and biggest artists to Southwest Virginia, Berglund Center is a full-service entertainment facility located in the heart of Virginia's Blue Ridge. Endeavoring to provide an unparalleled live experience, the Center takes pride in furnishing exceptional customer service while entertaining audiences of all ages. Visit us at www.BerglundCenter.live for more information.

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