

June 3, 2015

Beaver Island Cultural Arts Association  
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## **Festival Strikes Right Chord with New Sponsors**

One of “Up-North’s” unique summer music Festivals, the Baroque on Beaver Festival of Classical Music, has announced two new sponsors for this year’s program.

Midwest wholesale food distributor and grocery retailer SpartanNash and Napa Valley’s William Hill® Estate Winery have added their support as sponsors of the 2015 Baroque on Beaver Music Festival.

Anne Glendon, Chair of the Beaver Island Cultural Arts Association, whose signature event is the Baroque on Beaver Festival, commented: “For 10 days Beaver Island will be humming with lovers of classical music and jazz and this would not be possible without the support of our sponsors and community and public sector funders.”

“We are delighted to be welcoming two new sponsors, SpartanNash and William Hill® Estate Winery, and look forward to working with them alongside our ongoing partners, the Beaver Island Boat Company, Central Michigan University, Charlevoix State Bank, Fresh Air Aviation, Hodgson Enterprises, Island Airways, McDonough’s Market /Dalwhinnie Bakery & Deli, St. James Marine Company and Fogg Towing, the Charlevoix County Community Foundation, and Michigan Council for Arts & Cultural Affairs ---as together we celebrate the 14 Annual Baroque on Beaver Festival of Classical Music *and All That jazz.*”

SpartanNash has aligned their sponsorship to the classical programming of the Festival, which features a range of high quality performances from Pure Michigan musicians. SpartanNash is the underwriter of the Festival’s Saturday, August 1 program of “Music: A Matter of Life and Death,” which features the Festival Chorus and Orchestra.

Terry Blanding, Community Relations Coordinator at SpartanNash said: "SpartanNash is strongly committed to the people and communities we reach and believe that engaging with arts will help build a sustainable society. Facilitating access to the arts is a key dimension of SpartanNash’s community engagement strategy and we are delighted to form this partnership with the Baroque in Beaver Festival. The Festival is a major highlight of the Northern Michigan’s arts calendar and we look forward to seeing “Pure Michigan” talent showcased during the program."

Music is the passion of another new Baroque on Beaver sponsor, William Hill® Estate Winery. William Hill® is a sponsor of The VH1 Save the Music Foundation, an organization that supports

and raises awareness for music education in America. Interest in music education has been the personal passion for William Hill's® winemaker, Ralf Holdenreid.

William Hill® Estate Winery is the beverage sponsor at the Festival's benefit programs scheduled for July 24 and 25 that feature the dynamic jazz trio of Pete Siers (drums), Paul Keller (bass) and Terry Lower (piano).

Tickets for the two benefit jazz performances are now on sale with further booking information available through the Beaver Island Community Center: (231) 448-2022.

The Baroque on Beaver Festival is the signature event of the Beaver Island Cultural Arts Association. The 2015 Festival dates are July 24 through August 2. The contributions of corporations, foundations, and hundreds of individual donors help keep the music playing. For more information about Baroque on Beaver, please see: <http://www.baroqueonbeaver.org/> or by calling 888-511-5189 or e-mailing [Info@BaroqueOnBeaver.org](mailto:Info@BaroqueOnBeaver.org).

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