



## FOR IMMEDIATE RELEASE

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### **Vertical Concerts Make a Comeback this Spring at Royal Park Hotel** *Hotel celebrates live local music with socially distanced, outdoor vertical concerts back again by popular demand*

(March 29, 2021 -Rochester, MI-) Back by popular demand is Michigan’s only Vertical Concert Series! In partnership with Maker’s Mark, Royal Park Hotel is set to kick off its spring series April 29 with a performance by returning favorite *Your Generation In Concert*.

The hotel held a similar concert series last August in response to the COVID – 19 pandemic, finding safe ways to create experiences for their guests while following all MDHHS guidelines, including social distancing and mask-wearing. Attendees experienced two hours of live musical performances from one of two locations; the PARK 600 restaurant terrace or their private hotel room terrace, while enjoying locally crafted cuisine and custom cocktails.

“Live music is one of the joys of the spring and summer months, so we’re excited to bring this nine-show Vertical Concert series to downtown Rochester this spring,” said Sue Keels, Royal Park Hotel general manager. “Enjoying a live show with family and friends is one of those things you can’t do virtually and we’ve found a way to be COVID-19 safe and still enjoyable and memorable.”

There will be nine total concerts running into the fall, with two ticketing options for attendees. Tickets sold out quickly for last year’s performances, so guests are encouraged to make their plans early!

***Tickets are on sale now for the spring series, and current available packages include:***  
**PARK 600 Package | \$499 + Tax**

- Includes overnight accommodations for two in a luxury king guest room
- \$150 dinner credit to PARK 600 for use the evening of the concert
- 6-8\* tickets for a reserved table on the PARK 600 restaurant terrace. Bring friends!

*(\*number of guests per table is dependent on current MDHHS guidelines. Current guidelines permit 6 guests to a table)*

**VIP Terrace Package | \$799 + Tax**

- Includes overnight accommodations for two in a luxury king terrace guest room
- Chef's select dinner for ten provided
- Access for up to 8 additional guests on a private walkout terrace to enjoy an aerial view of the concert
- Custom bottle service options available

### *Spring Vertical Concert Series*

#### **Thursday April 29 – Your Generation in Concert – 7-9pm**

Sponsored by Frank Rewold & Sons, A returning favorite, [Your Generation In Concert](#), will be kicking us off! Experience two hours of pop, rock, dance, and R&B all wrapped into one unforgettable evening. Frank Rewold & Sons is a proud sponsor dedicated to keep Rochester rocking safely! 🍻 FRS has been buiding communities, relationships, and structures that stand the test of time. #Since1918 [www.frankrewold.com](http://www.frankrewold.com) Book here: <http://bit.ly/VERTICALCONCERTAPR29>

#### **Sunday May 23 – Collision Six – 6:30-8:30pm**

Sponsored By Our Credit Union, Collision Six is a fun, energetic, versatile cover band known for its ability to mix and mash songs live! Their high-energy performance will keep you on your feet! OUR Credit Union is excited to be a part of the Vertical Concert Series at Royal Park Hotel. OUR Credit Union is a full-service financial institution with all the conveniences of a ‘big bank,’ offering competitive rates, low fees and a great mobile app. OUR Credit Union is community driven, focused on giving back and providing thoughtful care to their members. [www.OURcuonline.org](http://www.OURcuonline.org) Book here: <http://bit.ly/VERTICALCONCERTMAY23>

#### **Thursday June 10 – Jello Shots – 6:30-8:30pm**

Sponsored by Chief Financial Credit Union, The Jello Shots from Rochester, MI, will be performing two hours of classic rock and R & B favorites! *With a commitment to empowering financial success and inspiring creative philanthropy, Chief Financial has been meeting the needs of its members and communities for over 80 years. The only financial institution headquartered in the greater Rochester area, with branch locations in Birmingham, Dearborn, Pontiac and Rochester Hills, Chief Financial is the official credit union of Leader Dogs for the Blind and Rochester University.* [www.chiefonline.com](http://www.chiefonline.com). Book here: <http://bit.ly/VERTICALCONCERTJUNE10>

#### **Additional concert dates:**

The summer series kicks off June 24 with a performance by the *Dan Rafferty Band*, followed by performances on July 15 *Killer Flamingos*; and August 1, *Cancel Monday*.

The fall series kicks off on August 19, with electro-pop violin & DJ band, *NUCLASSICA*® featured on Season 11 of NBC's "America's Got Talent," and has opened for artists including The Temptations, The Jacksons, John Legend, The Chainsmokers, Corinne Bailey Rae, Flo-Rida and Nelly. *Collision Six* performs on September 12 and *Your Generation In Concert* will close out the performances on October 7

Tickets go on sale for the summer and fall series at a later date. Watch for announcements on the Hotel's social media and website.

#### **About the Royal Park Hotel:**

The Royal Park Hotel, a luxury boutique property, is located 30 miles north of Detroit in Rochester, Michigan. Its 1,200 person-capacity Royal Grand Ballroom setting complements the hotel's English Manor-inspired interior, with 15-foot ceilings, Italian marble flooring and Murano glass chandeliers. For more information, visit [www.royalparkhotel.net](http://www.royalparkhotel.net)

#### **About Maker's Mark**

Here at Maker's Mark, we've remained true to Bill and Margie's vision for a better bourbon. Our deliberate approach isn't efficient, but it ensures pride and integrity in everything we make. It's authentic, it's crafted, it's truly....handmade #makeitremarkable

Website: [www.makersmark.com](http://www.makersmark.com)