



## NEWS ANNOUNCEMENT

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Date: April 9, 2019

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**FOR IMMEDIATE RELEASE**

### **DISCOUNTED TALL SHIP CELEBRATION TICKETS NOW ON SALE AT MICHIGAN KROGER STORES**

[Bay City, Michigan] Tall Ship Celebration is pleased to renew its partnership with the Kroger Company of Michigan making it easier than ever to get tickets to the award-winning maritime festival returning to Bay City July 18—21, 2019. Kroger customers can purchase Tall Ship Celebration daily admission tickets and vouchers for Souvenir Passports at all 121 Kroger stores in the state of Michigan. Better yet: they will receive a \$1.00 discount for every ticket or Souvenir Passport purchased at participating Kroger stores.

“Kroger is pleased to partner with Tall Ship Celebration and to offer our customers this great opportunity to enjoy such a spectacular maritime event. The splendor and enjoyment the event brings to the area is very unique, and we know our Bay City friends and neighbors appreciate the support.” said Rachel Hurst, Corporate Affairs Manager for the Kroger Co. of Michigan.

Each Tall Ship Celebration guest will need a daily admission ticket—one per person, per day—to attend the festival. Once inside the festival grounds, guests can enjoy a full schedule of international maritime music and a number of family-oriented activities, as well as a view of the ships. In order to actually board and tour the visiting tall ships, guests will also need to purchase a Souvenir Passport. Souvenir Passports are not transferable; each guest must have his/her own. However, Souvenir Passports are good for the entire festival weekend so, regardless of how many days you spend at the festival, you’ll only need to buy one Passport per person.

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Pricing for the daily admission tickets and Souvenir Passports is the same: \$8.00 until June 30<sup>th</sup> and \$10.00 as of July 1<sup>st</sup>. Guests who purchase their tickets and/or Passports at a Michigan Kroger store will receive a \$1.00 per ticket discount making the prices \$7.00 until June 30<sup>th</sup> and \$9.00 as of July 1<sup>st</sup>.

“We are delighted to partner with Michigan Kroger stores to sell tickets for our 2019 festival,” explained Shirley Roberts, Tall Ship Celebration event coordinator. “With 121 stores in Michigan, Kroger customers will find it so convenient to get tickets for our event.”

Customers who buy their Souvenir Passports at a Kroger store will receive a voucher that they will redeem at the festival admission gates. Tickets and Souvenir Passports can also be purchased on-line at [www.tallshipcelebration.com](http://www.tallshipcelebration.com) or over the phone by calling (989) 895-5193.

Incorporated in Michigan in 1909 and headquartered in Novi, The Kroger Co. of Michigan includes 19,000 associates, 129 Kroger stores, 69 fuel centers, 103 pharmacies and the Michigan Dairy. In 2015, the Kroger Co. of Michigan was named “Outstanding Corporation” by the Association of Fundraising Professionals for its work to support education, better health and to put an end to food insecurity.

Tall Ships America organizes the TALL SHIPS CHALLENGE® annual series of tall ship races and maritime port festivals to celebrate our rich maritime heritage and traditions and to inform the general public about the transformative power of adventure and education under sail®. In 2019, the tall ship races are officially sponsored by Erie Insurance. Based in Erie, Pennsylvania, Erie Insurance is a FORTUNE 500 company offering auto, home, business and life insurance through a network of more than 12,000 local independent ERIE agents.

Tall Ship Celebration: Bay City hosts the fleet when it visits the Great Lakes. Bay City has been the only official host port in the state of Michigan since 2006 and has won the coveted “Port of the Year” award from Tall Ships America more than any other host community in all of North America.

Tall Ship Celebration 2019 is presented by the Michigan Sugar Company and sponsored by Consumers Energy and D.H.T. with additional support from Wildfire Credit Union, Chemical Bank/Amerilodge Group, Ascension St. Mary’s, Huntington Bank, McLaren Bay Region and Independent Bank.

For more information about Tall Ship Celebration, call (989) 895-5193 or visit [www.tallshipcelebration.com](http://www.tallshipcelebration.com).

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