



## **MEDIA CONTACT**

Savannah Schindler  
Public Relations Specialist, Visit Beloit  
[savannah@visitbeloit.com](mailto:savannah@visitbeloit.com)  
d. (608) 313-1373

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**FOR IMMEDIATE RELEASE**

## **SUCCESSFUL TURNOUT FOR SECOND ANNUAL MAKE MUSIC DAY – BELOIT**

BELOIT, Wis. – Beloit celebrated the summer solstice on Friday, June 21, 2024, with Make Music Day – Beloit, a free, citywide, and global event highlighting Beloit’s musical talent. Music filled the streets, parks, and unique venues as musicians of all styles, ages, and skill levels performed, creating a vibrant musical celebration.

First originating in France in 1982 as the Fête de la Musique, this global celebration of music has now spread to more than 1,000 cities across 120 countries. Beloit, for the second consecutive year, was proud to be part of this international music event, joining a lineup of cities across the world that offered their own unique performances. Once again, Wisconsin led the way, with more cities participating in Make Music Day than any other U.S. state.

Visit Beloit, alongside many other members of community businesses, proudly organized the event for the second consecutive year. This year’s turnout surpassed last year’s figures, with 42 performances (compared to 34 in 2023), 27 participating artists (compared to 24 in 2023), and 18 venues (compared to 13 in 2023). Additionally, on Thursday, June 20, two bonus performances were added to the Make Music Day – Beloit lineup, featuring music at Nature at The Confluence in South Beloit, IL, and Beloit’s newest live entertainment venue, The Castle at 501 Prospect.

“We are thrilled with the success of this year’s Make Music Beloit,” says Celestino Ruffini, CEO of Visit Beloit. “The increase in the number of performances, artists, and venues is a testament to our community’s growing enthusiasm for this event. It’s incredible to see Beloit come alive with music and to be part of a global celebration that brings people of all ages and backgrounds together. We look forward to continuing this event in the future.”

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### **About Visit Beloit**

Visit Beloit’s mission is to be Greater Beloit’s tourism champion, using our expertise to generate positive economic impact and to create a vibrant community for residents and visitors. For more information, please visit [www.visitbeloit.com](http://www.visitbeloit.com).