



FOR IMMEDIATE RELEASE

June 23, 2020

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CREATIVITY GOES RADIO-RETRO

TRAVERSE CITY, MICHIGAN, June 23, 2020 – At a time when Michigan and national nursing care facilities are on lockdown to keep their vulnerable aging adult residents safe, Grand Traverse Pavilions is bringing creativity to providing compassionate care. The Pavilions is known for holding the summer long *Concerts on the Lawn* (COL), which have grown from a music therapy offering for its elderly residents and their families, into a thirteen week long free outdoor summer concert series for the entire community. It was not unusual for the Thursday evening concert crowds to reach between 3000 - 5000 guests on the Pavilions “Grand Lawn” to enjoy local talent.

This year, amid the COVID-19 pandemic, the Pavilions leadership was prepared to cancel the performances in recognition of the vulnerable adult population it serves. “As the largest continuum of care for vulnerable aging adults in the state, it seemed obvious to bring thousands of community members and guests on to the Grand Lawn would be nothing short of irresponsible.” admits, Deborah Allen, Pavilions Chief Development and Community Engagement Officer. However, based on discussions with Concert Title Sponsor, Serra Subaru of Traverse City, and Media Partner Midwestern Broadcasting, a new concept emerged. With sponsorship secured and performer funding confirmed from the Michigan Council for Arts and Cultural Affairs (MCACA), it was feasibility to pay the local artists to perform for the 2020 season. “Our sponsors and the local performers we spoke with agreed, not only our residents at the Pavilions, but everyone in our community could benefit from some “*music therapy*” right now!” shared Allen.

According to Allen, “It is only through old-fashion community Can-Do-Spirit and cooperation with sponsors and supporters that the Grand Traverse Pavilions Concerts on the Lawn performances will continue in a “Radio-Retro” format.” Chris Warren, General Manager at Midwestern Broadcasting, and longtime family supporter of Grand Traverse Pavilions, offered their facilities to record and broadcast the performances on WCCW 107.5FM, each Thursday evening at 7pm, starting June 4th and running through August 20th. A full listing of the bands and performance dates can be found at the



Pavilions web-site at <https://www.gtpavilions.org/news-events/2020-concerts-on-the-lawn-goes-radio-retro/> Allen shares that the “new” format is really a throw-back to 100 years ago in the 1920’s when families used to listen to the radio for their entertainment.

The weekly summer concert series is a major fundraising event for the Pavilions who serves the regions low income/high risk aging adults as Grand Traverse County’s public nursing facility. The Pavilions Foundation traditionally has volunteers collect free-will donations through the traditional passing of the buckets at the concerts. Annual concert donations typically exceed \$20,000 to the foundation. This year radio listeners are asked to give on-line through the *virtual donation bucket* by clicking on the Donate Now button at the top of the organizations website GTPAVILIONS.ORG.

Grand Traverse Pavilions is pleased to work with Serra Subaru of Traverse City, the Michigan Council for the Arts and Cultural Affairs, and Midwestern Broadcasting, to bring you weekly Concerts “Radio-Retro.” Now offered in a free broadcast format on WCCW 107.5FM Thursday evenings at 7pm. While we cannot gather on the Grand Lawn for concerts this summer... we can enjoy music therapy with local performers in the comfort and safety of our own homes, just like families used to do in the 1920’s....

We hope you will join us for “Concerts on the Lawn Goes Radio-Retro.”

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About Grand Traverse Pavilions

[Grand Traverse Pavilions](http://www.gtpavilions.org) is the region’s first and only nonprofit Continuum of Care. Providing services for more than 300 residents and 100 daily program participants, Grand Traverse Pavilions is a community of caring and innovation primarily for our region’s low-income seniors, with Wellness Center programs for the entire community. Grand Traverse Pavilions has received Nursing Care Center accreditation by the Joint Commission along with Post-Acute Care and Memory Care certifications. A recipient of the Governor’s Quality Care Award, The Pavilions is owned by Grand Traverse County and governed by the Grand Traverse County Department of Health and Human Services Board. Learn more about Grand Traverse Pavilions by visiting www.gtpavilions.org.