Community Report

Our Mission: To celebrate and promote cherries, community involvement, and the Grand Traverse Region.

Over 21,000 LBS. of Fresh Cherries Sold

1,853 Cherry Pies Sold

And one mega cherry crumb pie was cut at opening ceremonies!

204 People Spit Cherry Pits

1,928 Went on the Orchard Tour

450 KIDS Learned How to Make Cherry Pie

107 Free Events

SOCIAL MEDIA STATS

褴 1.7+ Million Website Views

褴 71,105 Page Likes

褴 7,518 Followers

褴 8,074 Followers

VOLUNTEER STATS

褴 OVER 2,400 VOLUNTEERS

褴 AND OVER 45,000 HOURS VOLUNTEERED

And long-time volunteer, Peter Garthe, was the Parade Marshal for the Consumers Energy Heritage Parade presented by Hagerty.

Top Media Mentions

The New York Times

FOX 2 Detroit

Agritalk

MLive

Fox News Channel

JEOPARDY!
We Continue to Waste Less! 93% OF WASTE DIVERTED FROM LANDFILLS!

71,760 LBS. of waste was composted or recycled

113 METRIC TONS OF MTCO2E prevented from entering the atmosphere

As always, supporting our community through financial gifts was a huge part of our work throughout the year.

$58,444 GIVEN AS DONATIONS

$21,500 AWARDED IN SCHOLARSHIPS

$79,944 TOTAL GIVEN AWAY

These are just a handful of organizations we volunteered for, lent equipment to or operationally supported during the year! We sure do keep ourselves busy!

- UP NORTH PRIDE
- LIGHT PARADE
- TART TRAIL
- ZOMBIE RUN
- FILM FESTIVAL
- NORTHWEST MICHIGAN FAIR
- FATHER FRED
- ICEMAN
- TURKEY TROT
- 20 FATHOMS
- LEELANAU STREET SALE
- SUTTONS BAY WINE FESTIVAL
- TRAVERSE CITY WINE FESTIVAL
- NMC BARBEQUE

LEARN MORE AT www.CherryFestival.org
Awards:

- Cherryland Band Classic
- Very Cherry Flying Pancake Breakfast (Same great event and now proceeds go to the Kevin Copeland Memorial Scholarship!)
- Great American Duck Race! (Only 2018)
- Swing Dancing

IFEA
- GOLD
  Best Emergency Management
- SILVER
  Best Event Promotional Festival
  Best Green Program
  Best Event to Benefit a Cause
- BRONZE
  Best Miscellaneous

U.S. NAVY BLUE ANGELS AIR SHOW OF THE YEAR!

U.S. COAST GUARD AIR STATION TRAVERSE CITY CHERRY WINGS AWARD

NEW EVENTS AT THE 2018 FESTIVAL:
+ Cherryland Band Classic
+ Very Cherry Flying Pancake Breakfast
  (Same great event and now proceeds go to the Kevin Copeland Memorial Scholarship!)
+ Great American Duck Race! (Only 2018)
+ Swing Dancing

Hope to See You This Year!

JUNE 29 - JULY 6, 2019

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