



# *Community Report*

**-2018 EDITION-**



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*[www.CherryFestival.org](http://www.CherryFestival.org)*



# 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!



**107**  
*Free Events*

**204** *People Spit Cherry Pits*    **1,928** *Went on the Orchard Tour*

**450 KIDS**  
*Learned How to Make Cherry Pie*

## SOCIAL MEDIA STATS

1.7+ Million Website Views

71,105 Page Likes

7,518 Followers

8,074 Followers

## VOLUNTEER STATS



— OVER —  
**2,400**  
VOLUNTEERS



— 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* ★ ★ ★



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*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*

— GIVING BACK TO THE —  
*Community*

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**

— LENDING A HAND IN THE —  
*Community*

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

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# Awards:

**IFEA**

**GOLD**

Best Emergency Management

**SILVER**

Best Event Promotional Festival

Best Green Program

Best Event to Benefit a Cause

**BRONZE**

Best Miscellaneous

*Back in  
2020!*

**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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