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6abc Rocks the Lehigh Valley!

Musikfest 2017 Starts Friday August 4th in Bethlehem



(Bethlehem, PA) – 6abc is proud to celebrate its 13th anniversary as the official media sponsor of the *Sands Steel Stage* at *Musikfest*. The 10-day festival includes musical acts such as Santana, CHICAGO, Father John Misty, +LIVE+, Aloe Blacc, Godsmack, The Band Perry, Toby Keith, Lee Brice & Justin Moore, JETHRO TULL by Ian Anderson and more! A variety of dance performances, art and comedy shows are scheduled in addition to kids' activities and interactive displays.

For the 13th straight year, 6abc is the presenting media partner and will showcase the festival on its news platforms and social channels. New this year, the 6abc interactive booth moves to the '*Americaplatz*,' adjacent to the SteelStacks stage. There, you can capture your Musikfest memories in the free 6abc Photo Booth and use **#6abcAction** to share on social media. The 6abc interactive experience is open every day during the festival from 4pm to 11pm.

"Musikfest is one of the most unique events in all of America, and we're proud to be a part of it," Bernie Prazenica, President & General Manager Bernie at 6abc said. *"Ten days of fun. The proceeds go to charity. And the overall economic impact is 50 million dollars to the Lehigh Valley. This is truly a signature event for the region."*

Familiar faces from the Action News team will be signing autographs*. Families can enjoy craft activities, free giveaways, ticket contests and tons of fun!

“6abc’s longtime partnership with *Musikfest* has proven to be a vital element in the festival’s success and growth over the last 13 years. This year’s performances feature a unique variety of entertainment that will appeal to a diverse audience, and we are looking forward to working with the station to help spread the word throughout the Delaware and Lehigh Valleys,” ArtsQuest President and CEO Kassie Hilgert said.

Musikfest starts Friday, August 4th at 5pm, with a headlining show at the *Sands Steel Stage* by Santana at 8:30pm. All outdoor stages and food vendors at the festival, including on the *SteelStacks* campus, will be open for this special evening.

Curt Mosel, *ArtsQuest* Senior Vice President of Marketing and Corporate Partnerships offered this. “Countless hours of work go into the festival by many people. 6abc’s Creative Services team and on-air personalities play an integral role in engaging guests at *Musikfest*, and *Action News*’ coverage of the event provides invaluable exposure for our nonprofit festival in one of the largest metropolitan areas in the U.S.”

6abc is proud to partner with *Musikfest* to support arts and culture in the Lehigh Valley. *Musikfest* is presented by the nonprofit arts and cultural organization *ArtsQuest* (www.artsquest.org), which offers close to 3,000 music and arts programs events annually, with more than 40 percent of this programming available to the region for free. For tickets and more information, visit www.musikfest.org. *Musikfest* is supported by more than 150 different sponsors including your Local Chevy Dealers.

**Action News* personality schedules are not guaranteed and can change or be cancelled without notice.
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