



**FOR IMMEDIATE RELEASE**

**Media Contact:**

Lisa Rueh

Executive Director

Downtown Morehead City

[Lisa@downtownmoreheadcity.com](mailto:Lisa@downtownmoreheadcity.com)

252-808-0440

**Downtown Morehead City Announces 2017 Alive at Five Schedule**

Highly anticipated, FREE concert series to kick-off on May 26

**Morehead City, NC – March 24, 2017** – Downtown Morehead City is excited to announce its 2017 Alive at Five concert series schedule. The free concert series, which kicks off on May 26 and is held the first and third Friday of the month from 5:00-8:00 pm and features a variety of regional bands showcasing an assortment of music genres. This is the seventh year Downtown Morehead City will host the Alive at Five concerts. Each concert attracts 500-1,000 attendees.

The 2017 concert series kicks off with The Tonz, featuring mix of Oldies, Motown, Rock & Roll, Country, Funk, R&B and Beach music. All proceeds raised at the May 26 concert benefit Connect Carteret's KickStart Carteret program, which promotes start-ups and small businesses in Carteret County, located at 300 N 35<sup>th</sup> Street on the second floor.

"Alive at Five has become a staple event for our Downtown Morehead City community," said Lisa Rueh, Executive Director of Downtown Morehead City. "By attracting visitors from our neighboring communities, the concert series helps support our local restaurants, shops and hotels while benefiting our local economy. Downtown Morehead City is honored to once again host this popular, family-friendly event for our community."

**2017 Alive at Five Concert Schedule:**

**May 26**

**The Tonz (Connect Carteret fundraiser)**

Based in Salisbury, NC, this band is dedicated to keeping crowds on their feet and dancing. With a mix of oldies, Motown, Rock, Country, Funk and Beach Music, The Tonz feature an eight-person group that was nominated for the Rising Star Award for the 2015 Carolina Beach Music Awards. [www.swashtones.com](http://www.swashtones.com)

**June 2**

**Liquid Pleasure**

The six-man Liquid Pleasure band have been playing for over twenty years and have toured with Hootie and the Blowfish and REM. They've been paired with Chuck Berry, Eddie Floyd and Ben E. King and then later with Whitney Houston, the Four Tops, the Temptations and Aretha Franklin. Liquid Pleasure performed at President Bill Clinton's Inaugural Ball as well as President George W. Bush and for events for the Ravens football team as well as the Panthers and the Hornets. Liquid Pleasure will get you dancing with their extensive song list encompassing Beach Music, Rock, Top 40, Motown and all the standards that crowds love. [www.liquidpleasureband.com](http://www.liquidpleasureband.com).

-more-

## 2017 Alive at Five Announcement/Page 2

**June 16**

### **The Bounce Party Band**

The Bounce Party Band, from Burlington, NC, takes center stage on Friday, June 16 with a six-piece, high energy group complete with male and female vocalists. Bounce is an eclectic group of musicians with years of experience, tremendous talent and unmistakable chemistry. [www.bouncepartyband.com](http://www.bouncepartyband.com)

**July 7**

### **Punch**

The band Punch has completely taken the music industry in the Southeast by storm since their January 2014 launch. While they specialize in 70's and 80's Funk and Retro all the way to today's current Top 40, their song list also includes the major hits from Motown, Beach, Country, and some Jazz standards. This band not only has all of the elements musically, they also utilize a state of the art sound system and have an incredible computerized light show that will truly amaze. [www.thebandpunch.com](http://www.thebandpunch.com)

**July 21**

### **Jim Quick & the Coastline Band**

Jim Quick has been touring the Southeast US for more than 15 years, playing nearly 300 shows per year, and has released more than 11 albums including his newest, DOWN SOUTH. Originally introducing their music as the Coastline Band—a band of friends who played the Carolina beach bars day in and day out—the group pushed Mr. Quick to the forefront and naturally transformed into Jim Quick & Coastline. Known for his all-out performances and deliberate, off-the-cuff wisecracks, Jim has been a gracious recipient of the Carolina Music Awards “Entertainer of the Year Award” – nine times. [www.jimquickmusic.com](http://www.jimquickmusic.com)

**August 4**

### **The Mikele Buck Band**

The Mikele Buck Band is an Eastern North Carolina based group that was formed in 2003 by lead singer/songwriter Mikele Buck. Born and raised in the hills of West Virginia, Mikele is a military veteran and a father of two children. The Mikele Buck Band has shared the stage with such nationally renowned acts as Aaron Tippin, Joe Nichols, Jeff Bates, Trent Tomlinson, Bucky Covington, and most recently Jason Aldean. [www.themikelebuckband.com](http://www.themikelebuckband.com)

**August 18**

### **Jan Michael Fields Band**

Known as one of the top vocalists throughout the Southeast, Jan Fields is a charismatic performer who has been thrilling audiences of all ages for years. His stellar voice and ability to work the stage is just as relevant today as it was back in the 80's, when he was the front man for international touring act, Sidewinder. Jan is the consummate pro, and his dedication to his craft earned him a Lifetime Achievement Award in 2016 for outstanding contributions and support of the North Carolina music industry. He has shared the stage with top acts like .38 Special, Cheap Trick, Firehouse, Kansas, The Romantics, Billy Squire, Klymaxx, Greg Kin Band, Taylor Dayne, and many more. [www.janmichaelfields.com](http://www.janmichaelfields.com)

**September 1**

### **North Tower**

The North Tower Band takes command of the Morehead City waterfront. North Tower has been one of the south's great party bands for over 35 years, providing the best in oldies, beach, top 40 and funk. Sizzling brass, super vocals, and a wide ranging repertoire will all make this Alive at Five concert one to remember. Go to [www.norhtowerband.com](http://www.norhtowerband.com)

-more-

## **2017 Alive at Five Announcement/Page 3**

**WHO:** Downtown Morehead City

**WHAT:** Seventh Annual Alive at Five FREE concert series

**WHEN:** First and Third Fridays at 5:00 pm beginning May 26, 2017

**WHERE:** Jaycee Park (807 Shepard Street)

Alive at Five concert-goers are encouraged to bring blankets and lawn chairs for seating. Those attendees arriving by boat are encouraged to dock their boats at the Jaycee Park Docks, complimentary during concert hours. Beer, wine, water and soda will be for sale during the concerts along with light refreshments. While outside food is permitted, no outside beverages or coolers are allowed and concert attendees are encouraged to visit the many downtown Morehead City bars and restaurants following the concerts.

Downtown Morehead City would like to thank the 2017 Alive at Five series sponsors, including R.A. Jeffrey's and Bud Light, Crystal Coast Boats, Twice the Ice, WNCT Channel 9, Arts Council of Carteret County, Chalk and Gibbs and the Town of Morehead City.

**Downtown Morehead City** is the heart of the Crystal Coast that celebrates a rich waterfront culture. It is a destination for residents and visitors known for its sense of community and southern hospitality. Its rich history is celebrated with its many festivals and events held throughout the year – the boating, fishing, diving, dining and businesses attract full- and part-time residents and visitors.

###