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PIRATEFEST UNVEILS 2024 FESTIVAL MUSIC LINEUP

GREENVILLE, N. C. – Downtown Greenville Partnership and the City of Greenville are thrilled to unveil its highly-anticipated lineup for PirateFest 2024! After winning the North Carolina Association of Festival and Events' Event of the Year Award for the 2023 festival, the 17th annual PirateFest promises to be an unforgettable experience for all swashbucklers in Eastern North Carolina.

Headlining the festival on Saturday, April 20 will be none other than the legendary Sister Hazel. Originating from Gainesville, FL, Sister Hazel is comprised of five gifted, seasoned musicians whose well-spring of natural talent has been called "one of the Top 100 Most Influential Independent Performers of the last 15 years" by *Performing Songwriter Magazine*. Song "All for You," topped the adult alternative charts during the summer of 1997 and the success propelled their album to platinum status. Since then, the band has become firmly established not only in rock and alternative music, but now in country with four back-to-back *Billboard* Top Country Album Chart entries. Living up to their fan-centered reputation, the band was a pioneer in the themed cruise industry by co-founding "The Rock Boat" and annually hosts events like the "Hazelnut Hang," and "Camp Hazelnut" that focuses on creating unique experiences and interacting with the fans. Sister Hazel has been equally attentive to connecting with their audience through social media having amassed over a million social followers. In addition to the events and touring, the band also gives back with "Lyrics For Life." Founded by singer Ken Block, the charity unites musicians and celebrities for concerts and auctions to benefit cancer research and patient-care charities.

Joining Sister Hazel on the main stage will be country music artist Tayler Holder. As the most followed country artist on TikTok, Tayler Holder is on his way to becoming country music's next superstar. His dynamic and charismatic personality has amassed over 30 million loyal followers across social media platforms. Born and raised in a small town south of Dallas, Texas, Tayler grew up with a great love for competitive dirt biking and playing the guitar. As one of the most recognizable faces on social media, Holder has a natural gift for captivating an audience. Beyond his massive online presence, Tayler's music and platform exude a remarkable relatability, resonating with fans in every city.

PirateFest is made possible by Optimum and many other sponsors including but not limited to: Carolina Eagle Distributing, WRNS, BOB 93.3, Greenville Utilities Commission, ECU Health, and Minges Bottling Group and is produced by Downtown Greenville Partnership and the City of Greenville. PirateFest will showcase the best of the region, from artists to restaurants, and unique recreational activities.

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