

Today's Date: Thursday, June 12, 2014

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## **FOR IMMEDIATE RELEASE**

### **Birch Creek's Grand Opening of 'Play It Again Stand' June 19th**

*Egg Harbor, WI – June 12, 2014* – A culmination of years of planning, fundraising, preparations and construction will come to an end opening night, Thursday June 19. The “Play It Again Stand” concession and gift shop’s grand opening at its new location in Birch Creek’s granary building coincides with the Associates’ 25<sup>th</sup> Anniversary celebration.

The Play It Again Stand’s new central location in the granary building was decided upon only last year, but the idea has been in the works much longer than that. “Over the years we’ve had conversations about it; five years at least,” said Joan Guasta, who has been a dedicated Birch Creek Associate since 2000 and served as the Birch Creek Associates’ board president from 2007-2011. There has been a known need to bring together all of the concession stand components, and the idea is finally becoming a reality.

In the past, Birch Creek Associates had volunteered to work the gift shop and various vendor stations, including selling water, cookies, popcorn and 50/50 raffle tickets. These stations were previously in numerous locations and will now be centralized to make it more convenient for concertgoers. It is the hope that this change will increase the overall sales profit for concert nights. “100% of food products [sales] goes to [student] scholarships,” said Lyn Huber, current president of the Birch Creek Associates and member since 2003. “The need for scholarships increases every year. Everything just keeps getting bigger.”

“The mission [of the Associates] is to support Birch Creek in their endeavors, both financially and physically,” Joan said. The Play It Again Stand is a true display of the unwavering commitment of the Associates and their passion for Birch Creek.

“It’s a nice way to celebrate 25 years,” Lyn said in regard to the 25<sup>th</sup> anniversary of the Birch Creek Associates. “This symbolizes that this group of volunteers is determined and diligent, fundraising \$30,000 to make it [the project] possible.” The Associates dedicated at least three seasons of fundraising toward the project.

Lyn has seen the project from all angles, as her husband Karl and their business Huber Home Lines, Inc. was contracted to do the construction work. Lyn had her hands in many design aspects, and Karl has worked diligently since the beginning of April to get the granary building transformed for opening night.

Jenn Neuville, Director of Operations at Birch Creek, played a large role in the project's conception as well. After introducing the idea of converting the middle classroom space in the granary building to the new concession stand and gift shop, she continued to assist with the logistics of the project. Jenn is delighted to celebrate the grand opening and the 25<sup>th</sup> Anniversary year of the Birch Creek Associates.

Birch Creek Music Performance Center is a summer music school in Door County, WI, for advanced young musicians. With a performance emphasis, students are taught by nationally known performers and educators during the day, and perform alongside them in concerts at night. Five sessions focus on percussion and steel band, symphony, big band jazz and vocal jazz. Applications are welcome.

2014 Season Concert Schedule  
Percussion & Steel Band – June 19 – 28  
Symphony – July 3 – 12  
Big Band Jazz – July 16 – August 9  
Vocal Jazz – August 12 – August 16

Photo:

[https://www.dropbox.com/s/43fh58g95e2t4bz/DSC\\_0011.JPG](https://www.dropbox.com/s/43fh58g95e2t4bz/DSC_0011.JPG)

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