

# neXt2Y offers contests, concerts and more for teens and young adults

BY MELANIE TACOMA

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**Y**ou have the opportunity to become part of a human cherry sundae.

Do you dare?

NeXt2Y night, sponsored by Mountain Dew in cooperation with The Peak, will challenge teens and young adults to push their limits, according to event organizer Shannon Sitek.

The event will be held near the Bay Side Entertainment Stage on Monday, July 7, and will feature three bands and a lip synch contest, as well as dares that audience members can accept, which lead to prizes such as tickets, CD players and T-shirts.

"We call it an audience challenge," she said. "It's something like 'Fear Factor,' or like something you'd see on MTV."

Though she didn't want to give away any of the challenges or surprises for this year, Sitek said that last year,

for example, the audience was invited to make a human cherry sundae.

"We wanted to offer some entertainment that was a little wild, that was a little pushing the envelope," Sitek said. "It was quite a mess," she added with a laugh.

Salmon of the Brook is one of the featured bands, and will be performing from 4 to 5 p.m.

Sitek explained that she found the band, which is made up of students from Traverse City Central Senior High School, at a battle of the bands competition. Salmon of the Brook will be followed by Indulge, another area band that has made a name for itself performing a blend of soul and rock at venues such as The Loading Dock and Union Street Station. Indulge will perform from 5:30 to 6:30 p.m. The final band, performing from 9 to 10:30 p.m. will be the Bilham Brothers, a blues and rock and roll band. In

addition to the band line up, the evening will include a lip synch competition from 7 to 8:30 p.m.

Participation is limited to 20 acts, which are accepted on a first-come, first-served basis. Applications are available on the National Cherry Festival website and on The Peak's website and are due June 27.

"We want to encourage people who don't get in to at least come down and watch," Sitek said. "The more the merrier. It's great fun."

The event is focused on young adults in both their teens and their twenties. "What we're doing is bridging the gap between teens and young adults," Sitek said. "People always just expect young people to find something to do, and that can sometimes be hard. There are so many talented people in this area, we wanted to create more avenues for them to show it."



Record-Eagle file photo

**NeXt2Y night will be held near the Bay Side Entertainment Stage on Monday, July 7 and will feature three bands, a lip synch contest and much more.**

## Kiteboarding comes to the Cherry Festival

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**M**aybe the water looks so tantalizing you can't help wanting to jump in. Maybe you're looking for some excitement in your life. Or maybe you've just had one too many pieces of cherry pie and need to get away from the food tent. In any case, the place to be is the beach.

From Monday to Friday during the week of the National Cherry Festival, Broneah Kiteboarding will be on the beach from 1 to 6 p.m., offering demonstrations of and information about kiteboarding from their booth. Broneah is run by two brothers from Neahtawanta Point, Matt and Keegan Myers.

A kiteboarder rides a wakeboard or snowboard and is pulled along over water or snow by a kite that varies in size from 7 to 20 square meters. Matt explained that the brothers stumbled upon the sport when traveling in Italy.

"My brother and I lived in

Europe and the sport's huge there," he said. "You'd go to the beach and there'd be over 200 people kiteboarding."

The brothers came home and decided that Michigan has great weather and beaches for kiteboarding, both in the summer and the winter. They opened their shop, the first in the Midwest dedicated to the sport.

"It's definitely starting a trend," Matt said. "It's exploding."

Broneah not only sells kiteboarding equipment, but also offers lessons and training in the sport.

"The thing is, with kiteboarding, it's not something you learn on your own, you have to take a lesson. It's a big kite," Matt said. "It's nothing like the days of flying a kite when you're a kid. It's very involved, more like flying a plane than a kite. There's a whole process to launching and landing."

"Everything the kite does it's doing because you told it to with the control bar," he added. "You control the kite."



**Matt and Keegan Myers of Broneah Kiteboarding will be giving demonstrations Monday through Friday, from 1 to 6 p.m. at the National Cherry Festival.**

Matt also said that as a company that as pushing for the growth of the sport, Broneah feels responsible for encouraging the safety of kiteboarders.

"In lessons we stress what to do if things go wrong," he said. "To see the sport grow successfully we have to keep it as

safe as possible. We make sure all our students know the safety precautions."

Broneah's interactive display at the National Cherry Festival will include videos and miniature replicas, in addition to daily kiteboarding demonstrations on the water or on the beach.

## Recycling reaps results at NCF

**O**nce again, the National Cherry Festival will provide recycling facilities on Festival grounds. There will be a recycling tent in the middle of the food court, and event director Will Westerfield said he hopes to have mini stations at each end of the food court as well.

"Last year we recycled approximately 26 percent of the waste that the festival produced," he said. "I have a personal goal of within 5 years making this a waste-free festival."

Visitors will be directed to the recycling booth, which will be managed by Shoreline Waste Management and manned by community share groups and National Cherry Festival ambassadors.