



ETSU to Host Ballad Health Bands of America Championship October 19

*29 high school marching bands from eight states will gather in
Johnson City in a celebration of youth and music*

JOHNSON CITY, TENNESSEE - High School marching band students from across the region will perform at the Ballad Health Bands of America (BOA) East Tennessee Regional Championship presented by Yamaha, Saturday, Oct. 19 at East Tennessee State University's Ballad Health Athletic Center.

Bands representing Tennessee, Arkansas, Georgia, Kentucky, North Carolina, Ohio, South Carolina, and Virginia will perform at the event, hosted by the East Tennessee State University Marching Bucs, who will perform Saturday afternoon at the end of preliminary competition.

The BOA East Tennessee Regional returns to Johnson City just weeks after the region experienced devastation from Hurricane Helene. Music for All, the parent organization of Bands of America, has been in communication with Visit Johnson City and ETSU representatives.

“While Hurricane Helene had a varying impact across Northeast Tennessee, our mountain communities have demonstrated remarkable resilience in the face of adversity,” says a representative from Visit Johnson City. “The tourism and hospitality industry, a cornerstone of our region’s economy, will undoubtedly require time to recover in the cities and towns affected, while others (such as Johnson City) remain open. However, by supporting our local businesses and communities, we can play a crucial role in rebuilding those areas affected. Together, we can prioritize what truly matters: helping our neighbors and fostering a strong sense of community.”

"Marching band is even more than music and performance; it's a powerful experience that builds discipline, teamwork, and lifelong memories," says Dr. Jeremy Earnhart, President and CEO of Music for All, the parent organization for Bands of America. "Now more than ever, providing a place where young people can celebrate their accomplishments and showcase their talents on a national stage helps them to feel the pride of being part of something truly extraordinary."

David Golden, CEO of the East Tennessee State University Research Corporation, the Allen and Ruth Harris Chair of Excellence in the East Tennessee State University College of Business and Technology, and the Vice Chairman of Music for All, Inc. says, "Music has power to heal and unify. What nicer way to bring some sunshine to an area that has experienced such dark times recently. By presenting the BOA Championship at ETSU, Music for All is investing in children in the most powerful way, providing a place for young people and their families to celebrate their resiliency and accomplishments in the face of adversity."

"We are thrilled to have the support of Ballad Health as our title sponsor of this event and to be so warmly welcomed each fall as a guest of the community," says Dr. Earnhart. "The Ballad Health community and employees have been impacted by the storm both professionally and personally and we are keeping them in our thoughts as we prepare for the Ballad Health BOA East Tennessee Regional Championship."

Bands take the field for preliminary competition starting at 8:00 a.m. Performances will be evaluated by a panel of nationally recognized music educators and marching band experts. The 12 highest-scoring bands will advance to the evening finals with the first Finalist performance starting at 7:30 p.m.

See the schedule of performances, ticket office and gates open times at marching.musicforall.org/easttennessee

The Bands of America Championships season includes 30 events across America, culminating with the Bands of America Grand National Championships Nov. 14-16 at Lucas Oil Stadium in Indianapolis.

Tickets

All tickets are digital, and the event is cashless. You can skip the line and buy tickets online at marching.musicforall.org/boa.

Check out the website marching.musicforall.org/boa for all ticket options, including full day passes, tickets for finals and student group tickets, as well as stadium policies to know before you go.

Children 10 years or younger are admitted for free for general admission seating.

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About Music for All

Music for All's mission is to create, provide, and expand life-changing experiences through music. Our vision is to be a catalyst to ensure that every child in America has access and opportunity for active music-making in their scholastic environment. A 501(c)(3) nonprofit educational organization, Music for All's events and programs serve more than 600,000 attendees annually — and more than 1.7 million program participants since 1975. Programs include the Bands of America Championships for marching bands, a summer music camp for students and teachers, festivals for concert bands and orchestras, national honor ensembles for students, and educational webinars, podcasts, and online resources for teachers. Music for All's efforts are supported by national presenting sponsor Yamaha Corporation of America and its family of sponsors, strategic partners, and grantors.

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You can keep up with the latest information for Music for All online at musicforall.org, Facebook (@musicforallnetwork and @bandsofamerica,) Instagram (@officialmusicforall,) and TikTok (@officialmusicforall.)

Sponsor Information

Music for All efforts are supported through sponsorships, including current partnerships with National Presenting Sponsor: Yamaha Corporation of America; Official Instrument Rental Partner: Sweetwater Sound Inc.; Official Uniform Sponsor: Fred J. Miller, Inc.; Official Student Travel Partner: Music Travel Consultants; Official Spirit Wear Sponsor: PepWear; Corporate Sponsors: Ball State University and Visit Indy; and Associate Sponsor: StylePlus. Music for All is also supported by the Arts Council of Indianapolis and the City of Indianapolis; Ball Brothers Foundation; Lilly Endowment Inc.; George and Frances Ball Foundation; Allen Whitehill Clowes Charitable Foundation, Inc., Nicholas H. Noyes, Jr., Memorial Foundation, Inc, and the Arthur Jordan Foundation.

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