



IMPORTANT ANNOUNCEMENT

I-15 COUNTRY MUSIC FESTIVAL

Dear I-15 Festival Family,

Unfortunately, we're writing to share that the upcoming **I-15 Country Music Festival has been canceled.**

This was an extremely difficult decision, and one that we did not make lightly.

When we began planning the I-15 Festival, our goal was to create something truly special for Southern Utah and the surrounding area — a large-scale country music festival featuring an incredible lineup and an experience we believed our community would be excited to attend.

Tickets went on sale in early April, giving us several months to build attendance for the event. Based on our research and projections, a festival of this quality, with the lineup and production we had planned, should have been on track to sell approximately **4,500 tickets**.

Unfortunately, as we reached September, ticket sales had only passed **250 tickets**.

We have spent considerable time trying to understand why sales did not reach the level we anticipated. The truth is, we may never have one single answer.

The festival and live-event industry as a whole has faced significant challenges this year, with many festivals and live events experiencing slower-than-expected ticket sales. Sometimes, despite the planning, effort, investment, and passion that go into an event, circumstances simply fall outside of everyone's control.

We know this news is disappointing, especially for everyone who purchased tickets, made plans, and was looking forward to being part of the I-15 Festival.

We are sincerely sorry for that disappointment, and we truly appreciate your support and understanding.

TICKET REFUNDS

All ticket purchases will be refunded to the original point of purchase.

Please allow a few business days for refunds to be processed and reflected in your account.

If you purchased tickets through a third-party ticketing provider and have questions regarding your refund, please contact that provider directly.

To everyone who purchased a ticket, shared our event, supported our sponsors, talked about the festival, or simply believed in what we were trying to build — **thank you.**

We are incredibly grateful to everyone who planned to join us. We are proud of the festival we worked so hard to create, and while this particular event will not take place, we hope this is **not the last time you hear from I-15 Festival.**

Thank you for believing in us, supporting live music, and supporting the **I-15 Country Music Festival.**

We hope to see you again in the future.

With sincere appreciation,

The I-15 Country Music Festival Team