



## PRESS RELEASE

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### LUDINGTON WELCOMES THE VERVE PIPE AMONG FALL EVENTS AND ATTRACTIONS

*Other Highlights include Scottville Fall Celebration, Octoberfest, Haunted Village and Guided Fall Hikes Plus Lodging Specials*

LUDINGTON, Mich. – Sept. 8, 2022 – The Ludington area is preparing for a busy fall season full of events and activities – kicking off with a free concert by The Verve Pipe opening the Scottville Fall Festival, along with favorite fall traditions like Octoberfest downtown and Haunted Village at Historic White Pine Village, plus new fall guided hikes at Ludington State Park. There are plenty of self-guided outdoor activities as well.

“Autumn is almost as popular as summer in Ludington, and we continue to offer more reasons to check out the area at this beautiful time of year in Michigan,” said Brandy Miller, executive director of the Ludington Area Convention & Visitors Bureau. “Whether you take advantage of one of our autumn-themed events, a fall lodging special or just enjoy Mason County’s stunning colors, there are many ways to enjoy a fall getaway in Ludington.”

### Fall Events

Mason County is hosting a number of fall events (*events are in Ludington unless otherwise noted*):

- **[The Verve Pipe in Concert at Scottville Fall Celebration, Sept. 16, 8 p.m., 100 block of South Main Street, Downtown Scottville.](#)** This second annual celebration kicks off with a bang this year, as multi-platinum alternative rock band The Verve Pipe opens the event with a free outdoor concert. The show starts at 8 p.m. but the tent will open starting at 6 p.m. The concert is made possible by West Shore Community College’s Performing Arts Series and the City of Scottville.
- **[Scottville Fall Celebration, Sept. 17, Downtown Scottville](#)** – This fall celebration features numerous family-friendly activities including a Touch-A-Truck display, games, vendor booths, Scottville Choo-Choo rides, Miss Mason County pageant and live music, highlighted by the Scottville Clown Band as the grand finale.
- **[Lumber Day/Lumberjack Breakfast, Sept. 17, 10 a.m.- 3:30 p.m., Historic White Pine Village.](#)** Families can enjoy a Lumberjack Breakfast (10 a.m.-1 p.m.) of flapjacks, sausage, and hashbrowns, then take in the history of settlers while touring the village grounds, interacting with docents, watching artisan demonstrations and enjoying authentic music from the lumbering era. Admission fee.
- **[NEW - Guided Fall Hikes at Ludington State Park, Sept. 18, Oct. 16, Nov. 20, 2 p.m.](#)** Each hike is led by two volunteer leaders and will cover different areas of the park. Experience is not necessary since hiking pace and length will vary depending on the interest of the participants. Meet at the warming shelter. State recreation passport required for entry.
- **[Octoberfest, Sept. 23-24, Downtown Ludington.](#)** Craft beer from Bell’s and Ludington Bay Brewing Co., a rocking stage, lawn games and plenty of family-friendly events make this a fantastic fall weekend. *Check the [event website](#) for the full schedule.* Highlights include:
  - *Brews For Food, Sept. 23, 5-9 p.m., South James Street.* Enjoy craft beer and food, live music (no cover) and family activities, with a portion of all sales supporting Lakeshore Food Club.

- *Craft Beer Festival*, Sept. 24, 2\*- 6 p.m., Legacy Plaza. This all-day festival features craft beer from Bell's Brewery and Ludington Bay Brewing Co. plus wine and cider; food for purchase; lawn games including corn hole, Jenga, Yahtzee, badminton and more; and three sets of live music. Drink tokens are \$5 each, with DD tickets and free entry for children under 15. \*Get in at 1 p.m. with an early-bird ticket.
- **Fall Fun Weekends**, **Sept. 24-Oct. 30**, *Lewis Adventure Farm & Petting Zoo, New Era*. Pick a pumpkin, get lost in the maze, and make other fall memories. Check website for other [fall-themed weekends](#) such as Sunflower Weekends Sept. 3-18 and Lumberjack Shows Sept. 10-11 and Sept. 17-18. Admission fee.
- **Camp Sauble Cages of Carnage Haunted Attraction**, **Oct. 15-29**, 7:30-11:30 p.m., *Camp Sauble, Freesoil*. Tour the Camp Sauble haunted prison if you dare! Five nights: Oct. 15, 21, 22, 28, 29. \$15 admission, with proceeds supporting local fire departments. *NOTE: May not be suitable for children.*
- **Haunted Village**, **Oct. 22**, 2-5 p.m., *Historic White Pine Village*. Children can come dressed in Halloween costumes for this fun-filled, family-friendly afternoon of Trick-or-Treating in the Village.
- **Run For Your Lives 5K/10K**, **Oct. 24**, 9-11 a.m., *Legacy Plaza*. Presented by Ludington Beverage and Snyder's Shoes, this course takes runners through Cartier Park. Runners can dress in costume. \$30 fee includes a \$10 Downtown Ludington gift certificate and die-cast finisher's medal. Proceeds benefit downtown events and projects. Walkers and dogs are welcome. Strollers are allowed but should note that the 10K course is gravel. Register [online](#) in advance or on race day at Legacy Plaza, 7:30-8:45 a.m.
- **Downtown Ludington Halloween/Trick or Treat**, **Oct. 24**, 1-4 p.m., *Legacy Plaza, Downtown Ludington*. Families can join a pre-trick-or-treat kick-off party at Legacy Plaza hosted by Safe Harbor Credit Union, followed by trick-or-treating 2-4 p.m. at participating businesses on Ludington Avenue and James Street.
- **Night of Fright 8**, **Oct. 29**, 7:30 p.m.-midnight, *Ludington Area Center for the Arts*. Hosted by Ludrock, this is a night of rock 'n' roll and Halloween fun for adults. Hosted by 94 K-Rock FM, enjoy a night of live music by local bands and a cash bar. Sport your best costume for the costume contest. Tickets are \$5, and proceeds support the art center.

### **Fall Outdoor Activities**

Mason County also offers plenty of outdoor recreation ideal for fall:

- **Fall Color Tours** - Ludington offers a variety of [fall color tours](#), whether you explore on foot, by car or bicycle. Here is one [driving/biking tour](#) from downtown Ludington out to the county byways. Or follow one of six self-guided [Mason County Cultural Trails](#) offering audio narration about Mason County's history along scenic drives. A popular fall tour is the [Agriculture tour](#) with 17 stops, including Orchard Market, five-generation Kistlercrest Farms, Christofferson Farms and The Jam Farm.
- **Hiking/Biking** – Ludington has more than 40 miles of hiking trails, from Cartier Pathway, to 25+ miles in [Ludington State Park](#), to [Nordhouse Dunes Wilderness Area](#). Cyclists have 10 miles of single track in the city limits.
- **Fishing/Paddling** – Mason County has 2,000 miles of streams, three rivers and more than 40 inland lakes perfect for fall paddling or fishing (the Pere Marquette River is especially popular for its October salmon runs). Fishing outfitters can be hired through the [Ludington Area Charter Boat Association](#).
- **Golf/Disc Golf** – Ludington features three golf courses – [Hemlock Golf Club](#), [Lakeside Links](#) and semi-private [Lincoln Hills Golf Club](#). Mason County also boasts seven disc golf courses: Mason County Park with three courses, Ludington School Forest with two, Scottville Riverside Park's The Edge, WSCC's Labyrinth, and the new [The Tinderbox](#) at Mason County Campground with a short 18-hole course.

## **Fall Lodging Specials**

Visitors who book a stay at Mason County [participating lodging properties](#) through Oct. 31 can get a second night at 50 percent off Sundays through Thursdays. Visitors must mention the deal at the time of booking. Lodging options include hotels and bed & breakfasts. Visit [pureludington.com/fallspecial](http://pureludington.com/fallspecial).

## **New Attractions/Businesses**

The Ludington area recently opened the following new attractions and businesses, which are open in the fall:

- [Mason County Research Center and Emporium and Sweet Shop](#), 130 East Ludington Ave. – *Center opened September, Emporium opened May.* Guests can view artifacts in interactive displays, book tours of the Mason County Research Center, and reserve tickets for [Historic White Pine Village](#) and the [Port of Ludington Maritime Museum](#), in addition to enjoying the lumber-era themed shop featuring old-fashioned candies and gifts. Research Center tours are offered regularly throughout the year, and advance appointments can be made to do research at the Center. The Center also houses the Mason County Sports Hall of Fame, Legacy Hall with exhibits about the area’s most significant businesses, a mural highlighting the county’s 15 townships, and a rotating “Artifact from the Archives” exhibit. The Mason County Heritage Vault in the former bank vault displays the most precious artifacts. The Emporium and Sweet Shop is open seasonally, and the Research Center is open year-round.
- [The Port Ludington](#), 222 W. Ludington Ave. – *Opened June.* Billed as a collection of boutiques and eateries by fine artisans in Ludington, this shopping marketplace brings together local businesses plus space for artisans, community events and more. Businesses include soy candle company [House & Harbor](#) with a retail store plus drop-in candlemaking and private and community classes; [Britter’s Twisted Whisk](#) offering homemade desserts plus custom orders; [Cluck Bucket](#) (second location) serving a full menu including chicken sandwiches, sides, salads, grab-and-go meals, and in-house seating; [Faire Heart \(formerly Inspired Parties\)](#) featuring drop-in art and craft projects plus local artisan goods for sale; and [HumaniTea](#) relocated from its James Street location, selling responsibly sourced loose-leaf teas and fairly-traded artisan merchandise, with sales supporting anti-human trafficking efforts.
- [Ludington Meat Company](#), 3815 US-10 – *Opened July.* Ludington Meat Co. offers a meat market, butcher block, deli, smokehouse, barbeque, and bar featuring its own brand of smoked meats and a large selection of fresh meats. The 14,600 square-foot store includes retail, processing, smokehouse, and deli areas – selling beef, pork, poultry, fish and seafood products, grilling accompaniments, beer and wine, and specialty cheeses. It also includes an in-house taproom/grill serving beers on draft, wine and liquor to “sip and shop” or enjoy at the dining area, and a menu of fresh-cooked barbecue items and daily specials for on-site or to-go dining. It also offers catering (store pick-up only).
- [STIX Ludington](#), 1963 N. Lakeshore Dr. – *Biergarten opened May.* This iconic restaurant and bowling alley built in 1954 was reconstructed and expanded by a new owner as a two-story fine dining restaurant and event space in November. The bowling alley also was renovated, and six of the 12 state-of-the-art lanes feature Spark™ by Brunswick technology. This summer, STIX opened a large ground-level biergarten with bocce and corn hole green, lawn games, fire pits and a covered stage for live music.

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## **ABOUT LUDINGTON**

Located on the shores of Lake Michigan with miles of beachfront and water access, Ludington offers a quintessential “Up North” experience close by. Ludington and Mason County deliver the perfect combination of unspoiled natural resources and unrivaled outdoor recreation with quaint, small-town charm – all within easy reach at the intersection of U.S. 31 and U.S. 10. For information on the Ludington area including lodging, events, and other tools to help plan a Ludington getaway, visit [PureLudington.com](http://PureLudington.com), [Facebook.com/ PureLudington](https://Facebook.com/PureLudington), [Instagram.com/pureludington](https://Instagram.com/pureludington) and [Twitter.com/Pure\\_Ludington](https://Twitter.com/Pure_Ludington); or call (800) 542-4600.