

FOR IMMEDIATE RELEASE

Trevor Uren From The Extra to Lead the Next Chapter of the 2027 Porcupine Mountains Music Festival



The Friends of the Porcupine Mountains Wilderness State Park, Inc. (Friends of the Porkies), is proud to announce that Trevor Uren, founder of The Extra in L'Anse, Michigan, will lead the festival into its next chapter for the 21st Porcupine Mountains Music Festival in 2027. Cheryl Sundberg, current program director as well as founders Linda and Don Kermeen and assistant director Jen Jackman will be retiring from their roles after the 2026 festival.

At just 28 years old, Uren has spent more than half his life building businesses and creating entertainment opportunities throughout Michigan's Upper Peninsula. He launched his first company at the age of 13, growing a sports media brand that reached millions of users monthly before transitioning into the live entertainment industry.



Uren as a teenager on TV6 news

Over the past three years, Uren has started The Extra which has turned into one of the Upper Peninsula's premier intimate live entertainment venues. From its home in downtown L'Anse, the venue has welcomed more than 150 performers, including platinum-selling recording artists, musicians with millions of online streams, finalists from *American Idol* and *The Voice*, nationally touring comedians including Americas Got Talent Finalists and Kill Tony stars, and worked with some of the region's most promising emerging talent. Beyond producing concerts and comedy shows, Uren has worked to create new opportunities for Upper Peninsula musicians by booking regional artists, helping them secure additional performances, and providing artist management and career development.

Now, he brings that same entrepreneurial spirit, passion for live music/entertainment, and commitment to artists to one of the Upper Peninsula's most cherished annual traditions.

For more than two decades, the Porcupine Mountains Music Festival has earned a reputation as one of the Midwest's premier independent music festivals, celebrating exceptional folk, roots, blues, Americana, and acoustic music in the breathtaking setting of the Porcupine Mountains Wilderness State Park. Known for its welcoming atmosphere and strong sense of community, the festival has become a destination for music lovers from across the region.

"I'm incredibly honored and grateful for the opportunity to help lead a festival with such an amazing history," said Uren. "For more than 20 years, this festival has built something truly special. My goal isn't to change what people love—it's to build upon it. I want to preserve the festival's rich folk, blues, and Americana roots while thoughtfully introducing new artists, expanding into complementary genres, creating new experiences, and attracting the next generation of festival-goers. I believe we can honor the festival's legacy while creating an exciting future that ensures it continues to thrive for decades to come."

Festival organizers believe Uren's experience booking national touring talent, producing successful live events, and cultivating entertainment opportunities throughout the Upper Peninsula uniquely positions him to guide the festival forward. His vision combines respect for the festival's longstanding traditions with fresh ideas designed to strengthen its future, broaden its audience, and continue delivering unforgettable musical experiences.

As the festival enters this new era, organizers remain committed to preserving the values and community spirit that have defined the Porcupine Mountains Music Festival for more than 20 years while embracing opportunities for thoughtful growth and innovation. We hope to see at this year celebrating the 20th anniversary and looking forward to seeing you at the 2027th festival,

The Friends of the Porkies thank the festival attendees for supporting this event – whether you are a first-time attendee or have been with us since the beginning we thank you and all of our sponsors. We look forward to hosting next year's festival on August 27th, and 28th of 2027. This venue takes place at the Porcupine Mountains Wilderness State Park Winter Sports Complex (also known as the ski hill and chalet) where there is no bad seat on the hill.



Ivy Ford, 2025 Photo by Dave Braithwaite

The Friends of the Porkies is a 501.c.3 non-profit whose mission is “Connecting People to the Magic of the Porcupine Mountains Wilderness State Park”.

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