

AMERICA'S BASH

The Big Day

Celebrating America's 250th · July 4 · Hosted at Whisper · Johnson City, Tennessee

Presented by and hosted at Whisper, LLC · Hosted by David Hatley (Candidate for Governor of Tennessee)

MEDIA CONTACT

press@hatleyforgovernor

americasbash.com

PRESS RELEASE

FOR IMMEDIATE RELEASE — June 16, 2026

America's Bash: The Big Day Celebrates America's 250th Birthday — A July 4th Veterans Celebration Headlined by Lee Brice and Randy Houser

Johnson City, Tennessee — America's Bash: The Big Day returns this Fourth of July to mark a milestone unlike any other: the 250th anniversary of American independence. Presented by and hosted at Whisper and led by host David Hatley, the celebration honors America's veterans with live music, food, and a big patriotic festival atmosphere — stars and stripes, live music, and a pyro drone show finale for the nation's biggest birthday.

Country stars Lee Brice and Randy Houser will headline the main stage. At the heart of the day is the event's tradition of honoring veterans through its wish-granting program, which recognizes select veterans by granting a wish of their choice. It's a fitting tribute during America's 250th anniversary celebration, honoring the men and women who have defended our nation's freedom.

"Two hundred and fifty years of American freedom is worth celebrating — and worth honoring the people who've defended it. There's no better way to mark the Fourth than right here at home, with our neighbors, great music, and the veterans who make this day matter." — David Hatley, owner of Whisper and host of America's Bash

Guests can expect, food trucks, a vendor village, the Whisper golf-cart giveaway, a family area, and a pyro drone show finale. Admission is by RSVP — attendees are asked to reserve their spot in advance at americasbash.com — Registration and Admission are free.

"I would like to express my deepest gratitude to the Hatley's for their extraordinary generosity through America's Bash and for the honor of being recognized as a military veteran. The trip you gifted my wife, Christine, and me to Germany to experience the Christmas markets was truly unforgettable. Beyond the beauty and joy of the season, this journey held special meaning for us, as it allowed us to return to the very place where Christine and I were married 42 years ago. That opportunity was incredibly moving and something we will cherish for the rest of our lives." – Ernie Goudreau, an honored veteran.

About America's Bash — *see boilerplate below* **About Whisper** — *see boilerplate below*

For more information and to RSVP, visit americasbash.com

EVENT FACT SHEET

EVENT	America's Bash: The Big Day
OCCASION	Celebrating America's 250th anniversary
WHAT	A Fourth of July celebration honoring veterans — live music, food, and a patriotic festival
WHEN	July 4, 2026
WHERE	Whisper, 2225 Eddie Williams Road, Johnson City, TN
HEADLINERS	Lee Brice · Randy Houser
PRESENTED BY & HOSTED AT	Whisper
HOST	David Hatley, owner of Whisper
THEME	Patriotic · festival
ADMISSION	RSVP required at americasbash.com · Tickets are free
HONORING	Veterans through the wish-granting program, which recognizes select veterans by granting a wish of their choice
FEATURES	Food trucks · vendor tents · Whisper golf-cart giveaway · family area · pyro drone show
PARKING	Parking on site at Whisper/Across the street at sister facility parking lot · carpooling is encouraged
WEBSITE	americasbash.com

FULL SCHEDULE

6:00 PM	Doors Open to the Public
6:45 PM	Presentation of the National Anthem
7:00 PM	Randy Houser Live in Concert
8:00 PM	Veteran Recognition Ceremony
8:45 PM	Lee Brice Live in Concert
10:00 PM	Spectacular Pyro Drone Show Finale

BOILERPLATE

About America's Bash

America's Bash is an annual Fourth of July celebration honoring America's veterans through live music, food, and community. In 2026, the event marks the nation's 250th anniversary and continues its wish-granting program for the veterans it serves. Learn more at americasbash.com.

About Whisper

David Hatley is the founder of Whisper, LLC in Johnson City, Tennessee and manufactures, golf carts, and UTVs along with spas by sister company—LPI, Inc. The largest hot tub manufacturer with over 700+ employees. Hatley's companies are employee-owned, built on strong Tennessee manufacturing roots, cutting edge design, modern technology, and a direct consumer model. Spanning 100 plus retail stores nationwide.

HOST DESCRIPTION — DAVID HATLEY

David Hatley is the owner of Whisper and the host of America's Bash in East Tennessee. Born and raised in the region, David has a deep connection to the community and values the opportunity to give back to the veterans who call it home. Through America's Bash, we help celebrate the freedom they have defended and the sacrifices they have made

KEY MESSAGES

- America's 250th birthday — a once-in-a-generation Fourth of July.
- Honoring our veterans, the people who've defended that freedom.
- Two national country headliners: Lee Brice and Randy Houser.
- A big patriotic festival for the community — by RSVP only & free admission
- Presented by and hosted at Whisper, hosted by David Hatley.

- RSVP at americasbash.com.

SAMPLE SOCIAL COPY

Announcement

250 years of American freedom — and we're celebrating big. America's Bash: The Big Day · July 4 · Lee Brice + Randy Houser · honoring our veterans. RSVP → americasbash.com

Theme tease

Stars, stripes, live music, and a pyro drone show. We're throwing America the biggest birthday party of the year. The Big Day · July 4 · Whisper.

Reminder

Spots are filling up — reserve your RSVP for The Big Day → americasbash.com

Suggested tags: #AmericasBash #TheBigDay #America250 #July4th

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E V E N T F A C T S H E E T

E V E N T	America's Bash: The Big Day
O C C A S I O N	Celebrating America's 250th anniversary
W H A T	A Fourth of July celebration honoring veterans — live music, food, and a patriotic festival
W H E N	July 4, 2026
W H E R E	Whisper, 2225 Eddie Williams Road, Johnson City, TN
H E A D L I N E R S	Lee Brice · Randy Houser
P R E S E N T E D B Y & H O S T E D A T	Whisper
H O S T	David Hatley, owner of Whisper
T H E M E	Patriotic · festival
A D M I S S I O N	RSVP required at americasbash.com · Tickets are free
H O N O R I N G	Veterans through the wish-granting program, which recognizes select veterans by granting a wish of their choice
F E A T U R E S	Food trucks · vendor tents · Whisper golf-cart giveaway · family area · pyro drone show
P A R K I N G	Parking on site at Whisper/Across the street at sister facility parking lot · carpooling is encouraged
W E B S I T E	americasbash.com

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Theme tease

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