

NEWS RELEASE

Feb. 25, 2026

Mississippi Makers Fest Brings Music, Art, and Flavor Back to Jackson with The Band Perry

Mississippi Makers Fest, the free outdoor celebration of music, food, and art, returns to downtown Jackson on Saturday, May 9, 2026. The annual event will take place on the Entergy Plaza in front of the Two Mississippi Museums and will feature an unforgettable lineup of live performances, including Grammy Award-winning headliner The Band Perry.

Makers Fest is more than a concert; it's a showcase of Mississippi's creativity. Alongside the music, visitors can browse over 60 artisan booths and enjoy fresh, made-to-order dishes from local food trucks, all while soaking in the vibrant atmosphere of this one-of-a-kind festival, sponsored by Blue Cross & Blue Shield of Mississippi.

The Band Perry first captivated the music scene in 2010 with their RIAA DIAMOND-certified hit "If I Die Young." Led by Kimberly Perry, the band returned in 2025 after a brief hiatus, and their Makers Fest performance marks a highlight of their 2026 comeback tour. Known for their Appalachian gothic sound and heartfelt storytelling, The Band Perry has earned multiple Grammy, CMA, and ACM awards, cementing their place as one of country music's most dynamic acts.

"Blue Cross & Blue Shield of Mississippi is proud to serve as the title sponsor of the Mississippi Department of Archives and History's 2026 Mississippi Makers Fest in celebration of our state's many diverse, emerging and established artists," said Blue Cross & Blue Shield of Mississippi Corporate Communications Director Cayla Mangrum. "With a vast platform showcasing creativity with enriching experiences set in an exciting festival atmosphere, Makers Fest fosters social connections, artistic education and civic pride, and when Mississippi's cultural heritage curators and artists thrive, we all do."

Before The Band Perry takes the stage, four Mississippi-based artists will set the tone for an incredible day of music:

- John Clayton White, a 14-year-old blues prodigy, will open the festival. Already touring the South with his band, White wowed crowds at Ground Zero's 24th

Anniversary, performing in front of co-owner and Mississippi native Morgan Freeman.

- Next up is Sam Donald, a “grunge country” vocalist and guitarist whose fame skyrocketed in 2024 after going viral on TikTok. Donald’s unique sound, developed with longtime producer Zack Keel, blends grit and country soul in a way that’s turning heads nationwide.
- Third is Vasti Jackson, a Grammy-nominated blues legend whose career spans decades as a vocalist, guitarist, producer, and educator. Jackson’s collaborations include work with major talents such as Tyler Perry.
- Rounding out the lineup before the headliner is KIRBY, a singer-songwriter who has songwriting credits spanning from “FourFiveSeconds,” a massive hit from 2015, Demi Lovato, Beyoncé, and Ariana Grande tracks, to her own studio albums.

Beyond the music, Mississippi Makers Fest is a full-day celebration of creativity under the open sky. Visitors can explore booths featuring Mississippi’s finest artisans, including ceramicists, bead makers, painters, textile artists, and more. These makers will sell unique, handmade treasures. With art to discover, food trucks serving mouthwatering dishes, and the energy of live performances, Makers Fest promises an unforgettable experience for all ages.

“We are thankful to Blue Cross & Blue Shield of Mississippi for being the title sponsor of the 2026 Mississippi Makers Fest,” said Michael Morris, director of the Two Mississippi Museums. “Their continued support ensures free admission that day, an excellent musical lineup, vendor opportunities for Mississippi artists, and delicious food.”

Other sponsors include AT&T, StateStreetGroup, Nissan, Mississippi Arts Commission, National Endowment for the Arts, Capital City Beverages, Visit Jackson, Digio Strategies, Community Bank, Visit Mississippi, Lucid Ink, Cathead Distillery, and The Foundation for Mississippi History.

Gates will open at 10 a.m., and music will start at 1 p.m.

Festival Guidelines: Blankets and one collapsible lawn chair per person are allowed. Only clear bags will be permitted, including purses, fanny packs, diaper bags, and all other bags.

For more information, visit <https://2mm.mdah.ms.gov/msmade>.