

# Barry County Emergency Management Department

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**FOR IMMEDIATE RELEASE**

## **Public Safety and Traffic Plans Announced for Rock the Country 2025**

**Hastings, MI** – Local and state officials are gearing up for the upcoming **Rock the Country 2025** concert event, headlined by **Kid Rock**, with a strong focus on **public safety and traffic management**.

The main event will take place **Friday, June 13, and Saturday, June 14, 2025**, at the **Barry Expo Center**. The General Admission parking lot opens at **12:00 PM** each day, with performances scheduled to begin at **2:30 PM** and end around **11:15 PM**. Camping for this event begins at **8 AM on Thursday** and campers will leave by **12 PM Sunday**.

Upwards of 25,000 are expected to attend daily, and local emergency management and law enforcement agencies are taking proactive steps to ensure smooth traffic flow and community safety before, during, and after the event.

### **Traffic and Road Closures**

Residents and visitors should expect temporary traffic delays beginning Thursday, June 12, and continuing through Sunday, June 15. Back-ups are expected into Middleville and Hastings and residents are encouraged to avoid the M-37 corridor.

Detailed maps and routing information will be shared in advance through:

- County social media channels (Facebook, X, Nextdoor)
- Michigan State Police (MSP) platforms
- Local media outlets

Drivers are asked to **follow all posted signs and obey law enforcement instructions** to ensure emergency routes remain open and accessible.

Some neighborhoods, especially those in cul-de-sacs, will experience restricted access during **peak event hours (8 AM – 12 PM and 4 PM – 10 PM Thursday; 8 AM – 2 PM and 11:30 PM – 1:30 AM Friday and Saturday; 8 AM – 12 PM Sunday)**

“Our top priority is keeping the community and attendees safe,” said Patrick Jansens, Emergency Manager for Barry County. “By sharing information early and often, we aim to reduce confusion, keep emergency routes open, and make the event safe and enjoyable for everyone.”

### **Safety Reminders:**

All attendees and residents are reminded:

- **Use hands-free devices** and focus on the road
- **Follow detour signs** and law enforcement instructions
- **Call 911** if emergency assistance is needed

For more information Text “**Rock**” to **226787** to opt in for alerts regarding the event and visit <https://www.facebook.com/BarryCountyEMD>