



FOR IMMEDIATE RELEASE

## 5<sup>th</sup> Annual AnMed Rhythm on the River Festival Returns to the Banks of the Saluda River

**POWERSVILLE, S.C. (March 16, 2026)** — The 5<sup>th</sup> annual AnMed Rhythm on the River festival returns to Powdersville’s Dolly Cooper Park on **Saturday, May 2**, with live music, food trucks, local arts-and-crafts vendors and more.

The free, family-friendly festival showcases Powdersville’s picturesque recreation destination on the Saluda River.

“This is the only park on the Saluda River in the Upstate, and the festival gives us the opportunity to show it off,” said Johnny Harvin, board member of Connect Powdersville, the festival’s nonprofit organizer. “We love connecting with people and showing them a great time in Powdersville.”

**The day kicks off at 10 a.m. with an all-ages AnMed Rhythm on the River 5K and 1-Mile Fun Run along the scenic riverside course.** The run, with timing services provided by Upstate Race Series, is open to all levels of runners, joggers and walkers, with prizes awarded in several age categories and for best river-themed costumes. Register at the [link here](#).

This year’s festival also includes new opportunities for friendly competitions as the Upstate Disc Golf Club hosts clinics and hole-in-one shootouts for prizes.

“The festival just keeps getting better and better,” Harvin said. “We’ve already become an established — and beloved — tradition among families, music fans and entertainment-seekers across the region.”

Local, regional and national artists will perform bluegrass and Americana all day.

**Performers include The Travelin’ McCourys, Steve Ray Ladson, Tobacco Road, Jackson Truluck, and Buddha Libre.**

“This is RHYTHM on the River festival, after all,” said Rusty Burns, Anderson County administrator. “We’re thrilled to book artists who are playing major national festivals, so we’re guaranteed an energetic and engaging day. That’s why we’re encouraging fans to bring a blanket and stay with us all day.”



The KidsZone will offer children plenty to do at **“Sal’s Sandlot,”** named for Powdersville’s new mascot, Saluda Sal, a spotted salamander and South Carolina’s official state amphibian. The KidsZone will feature interactive and educational activities and hands-on games and roving entertainment.

“The field games have always been a big hit with the kids, and we’re excited about providing even more activities that will inspire families to enjoy the park, the river and the great outdoors,” said Chrissy Harvin, a Connect Powdersville board member.

Local food trucks will offer everything from BBQ to brews throughout the festival.

“We’re in the South, so nobody’s leaving hungry,” Harvin joked.

More than 50 local artisans and craftspeople will be on hand to show and sell their handmade wares.

**Admission and parking are free and open to the public, but tickets are required. Register for free tickets at the [link here at etix.com](#).**

“Rhythm on the River is all about celebrating Powdersville. We expect 5,000 to 7,000 people to join us for the big day,” Burns said. “Everyone with a ticket will also enjoy a chance to win great prizes, like outdoor gear, a kayak, coolers and more.”

“This festival and its wonderful atmosphere provide unique opportunity to strengthen community bonds and encourage healthy activity and fellowship, so it fits our health system’s vision of working together for better health and a better life perfectly,” said William Kenley, AnMed’s CEO. “We’re proud to sponsor an event that brings people together to explore Dolly Cooper Park on the beautiful banks of the Saluda River. It’s hard to beat a day there filled with music, food and fun for the entire family.”

For more information, including race registration, vendor opportunities and entertainment updates, visit [rythmontheriver.org](http://rythmontheriver.org) and follow ROTRPVL on Instagram and Facebook.

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**Free Festival Tickets:** <https://www.etix.com/ticket/p/78785497/anmed-rhythm-on-the-river-2026-anderson-community-events>

**5K + 1 Mile Fun Run Presented by AnMed Registration:**  
<https://runsignup.com/Race/SC/Greenville/RhythmOnTheRiver5k>



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**About The Travelin' McCourys:** From a source deep, abundant, and pure the river flows. It's there on the map, marking place and time. Yet, the river changes as it remains a constant, carving away at the edges, making new pathways, gaining strength as it progresses forward. The Travelin' McCourys are that river.

The McCoury brothers—Ronnie (mandolin) and Rob (banjo)—were born into the bluegrass tradition. Talk about a source abundant and pure: their father, Del, is among the most influential and successful musicians in the history of the genre. Years on the road with Dad in the Del McCoury Band honed their knife-edge chops and encouraged the duo to imagine how traditional bluegrass could cut innovative pathways into 21st century music.

“If you put your mind, your skills, and your ability to it, I think you can make just about anything work on bluegrass instruments,” says Ronnie. “That’s a really fun part of this—figuring the new stuff out and surprising the audience.”

**About Steve Ray Ladson:** Steve Ray Ladson doesn't blend genres—he commands them. Born in South Carolina and forged in lived experience, Steve is the architect of Blackgrass Brothercana, a fearless sound that collides Americana, country, blues, rock, and soul into something raw, urgent, and unmistakably original. Anchored by gritty, commanding vocals and banjo-driven fire, his music feels less like performance and more like testimony. Raised singing in church, Steve learned early that music isn't decoration—it's truth, discipline, and release.

That truth exploded onto the world stage when he appeared on America's Got Talent—and rewrote the rules. In a competition dominated by covers, Steve became one of the only artists to advance through every round performing nothing but original music. No shortcuts. No safety net. Just songs. His breakout anthem “Back of My Truck” didn't just win over millions—it surged to #1 in country music, turning a television moment into a chart-topping statement.



**About Tobacco Road:** With a little central Texas spunk, old-school Louisiana blues, and roots in North Carolina's Piedmont, the past lives of Tobacco Road's members blend into a sound that moves seamlessly between belttable diary entries, Southern-rock storytelling, and indie-rock groove. They draw from the nostalgia of Creedence Clearwater Revival, the soul of Susan Tedeschi, and the dynamics of Fleetwood Mac, while taking cues from modern role models like Maggie Rogers and The Marcus King Band.

In their first year as a band, Tobacco Road released their six-song debut EP *All in Time* and shared the stage with rising contemporaries like Marlon Funaki, Winyah, and Liam St. John. Tobacco Road's quick development stems from a live show that's both high-energy and disarmingly intimate - despite the sweeping vocals and wailing solos, they make you feel like part of the band, whether it's your first or fiftieth show.

**About Jackson Truluck:** Jackson is an award-winning singer-songwriter from upstate South Carolina whose natural talent and relentless drive set him apart. Rooted in small-town Southern life, he has carved his own path in Southern Rock and Blues music, performing everywhere from the mountains to the coast of South Carolina and beyond.

With a soulful, unmistakable voice, Jackson delivers performances that can lift audiences to their feet or move them to tears. His raw, authentic sound stands out in today's independent music scene, blending heartfelt storytelling with powerful vocal delivery.

Jackson's music carries the influence of rock and blues while honoring the traditions of Country and Americana greats. Armed with his guitar and a microphone, he pours everything into each performance. Alongside his band, The Gravel Road Show, he brings high-energy shows to stages across the Southeast, turning every weekend into an unforgettable experience for fans. Get ready to raise your hands, stomp your feet, and lose yourself for a night with Jackson Truluck & The Gravel Road Show.

**About Buddha Libre:** Buddha Libre-the embodiment of funky beats and zen vibes! An irresistible fusion of groove-inducing rhythms and soulful melodies. Soak in the positive energy and let the rhythm move you as you are taken on a sonic adventure that will elevate your spirit!

Ty Olsen is featured on guitar and vocals. Ty has played in dozens of bands throughout his music career ranging from jazz, blues, rock, and funk styles. He enjoys it best when connecting with the audience and everyone is having a good time.



**Title Sponsor:** AnMed

**Presenting Organization:** Anderson County

**Community Partner:** Connect Powdersville

**About AnMed:** Founded in 1908, AnMed is an independent, not-for-profit health system serving Upstate South Carolina and northeast Georgia. It is licensed for 648 beds and anchored by AnMed Medical Center, a 495-bed acute-care hospital that's earned the prestigious Magnet designation from the American Nurses Credentialing Center since 2012. Also included are a heart and vascular center, a comprehensive cancer center, a maternity center, a behavioral health hospital, a rehabilitation hospital, and AnMed Integrated Therapy and AnMed Urgent Care locations. The AnMed Piedmont campus and its freestanding emergency department opened in 2025, and a new campus serving Clemson and Central is under construction and scheduled to open in 2027. Nearly 60 physician practices are also among service sites spread throughout the region. The system has 742 physicians on medical staff and more than 4,000 employees.

Guided by core values of compassion, innovation, integrity, accountability and collaboration, AnMed was named one of the nation's "Great Community Hospitals" by Becker's Hospital Review. It's also been named among the nation's 165 top places to work in health care. It is one of three systems in the nation to earn the 2024 Carolyn Boone Lewis Equity of Care Award from the American Hospital Association. Learn more at [AnMed.org](https://www.anmed.org).

**About MJ "Dolly" Cooper Park:** Located at 170 Spearman Circle, Dolly Cooper Park is owned and operated by Anderson County and is an anchor on the Saluda River Blue Trail. Conceived by a consortium of public entities, private sector interests, advocates for the physically challenged, environmental groups, and other stakeholders, the blue trail offers enhanced water recreational and community access on the Saluda River. Along with its sister sites in Belton, Pelzer, and Piedmont, Dolly Cooper Park promotes and preserves our local natural resources through community outreach and involvement. The park serves as the northern anchor of a 20-mile segment of the Blue Trail that ends at the Belton Saluda River Access. In addition to the accessible river launch, Dolly Cooper boasts athletic fields, a disc golf course, a new playground, and pickleball courts slated to open late spring.

**Connect Powdersville** is a 501(c)4 non-profit working to make Powdersville, SC a better place to live, work, and play by supporting community-wide events and advocating for new spaces to enrich its legacy for future generations.



**Approved Festival and Artist Images:** <https://drive.google.com/drive/folders/1Gv4-CuuydHWPacqZWKaEk3DiSKvpkGgE?usp=sharing>