

TOUCH-N-GO

HOMECOMING CONCERT: THE FINALE TO THE FESTIVITIES

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A crowd gathers on the Connolly Quad, the anticipation in the air is palpable as everyone attending eagerly awaits the return of the Homecoming Concert to Embry-Riddle. The stage setup comes to life with a light display that dazzles the audience and the speakers on full blast as the sound rattles the bones of each attendee. Finally, each artist at the venue brings their own special flair to put the cherry on top of the whole experience. The concert is one of the most highly anticipated events of the semester, and Touch-N-Go Productions made sure it was a night to remember.

The artists featured at this year's concert were LAUV and MAX. LAUV is best known for his hit single "I Like Me Better" on his album "I Met You When I Was 18." Since the release of this album in 2018, LAUV has gained a large following with nearly 20 million plays on Spotify, and his debut album "How I'm Feeling" in 2020 reached number 16 on the US Billboard 200. LAUV has assisted in writing many songs for other artists including Charli XCX, Cheat Codes, Demi Lovato, Céline Dion, and Khalid.

MAX is best known for his song "Lights Down Low," released in 2018 on his album "Hell's Kitchen Angel," which earned a double platinum certification on the US Billboard. MAX also released a hit single titled "Love Me

Less" in 2020 which featured on his album "Colour Vision," and earned a gold certification on the US Billboard.

MAX opened up the concert and set the expectations quite high for the rest of the show. The crowd, screaming the lyrics to songs, jumping wildly in time with the beat of each song, and waving lit cellphones in the air to "Lights Down Low," was absolutely enthralled by the opening act. MAX shared a touching moment with the crowd explaining the song was written to celebrate his wife giving birth to their first child.

After the opening number, a long wait ensued as everyone waited for the main act to begin: LAUV. The opening song was a bit lackluster, but the crowd soon warmed up to LAUV's performance. By the end, most audience members were back to the same energy level MAX had brought out of the crowd.

The finale of the concert was a dazzling display of fireworks and the night ended with a bang in the most literal sense. Everyone walked away with a grin and a twinkle in their eye. It was a lively night and a great time to de-stress from the hectic lives students here at Embry-Riddle lead. After a night like this, students will surely be looking forward to the next big event on campus.



