



Official Media Kit

Murphy Music & Brews 2026

Saturday, October 10, 2026
Downtown Murphy, North Carolina
Live music begins at 3:00 PM
Benefiting Shepherd's Men

Murphy Music & Brews brings together live music, craft beverages, food, and community in the heart of Downtown Murphy while raising funds for Shepherd's Men and its life-changing work serving military veterans and first responders.

Website: murphymusicandbrews.com

Media Contact: info@murphymusicandbrews.com

Event Overview

Murphy Music & Brews is a charity music and craft beverage festival held in Downtown Murphy, North Carolina, benefiting the life-changing work of Shepherd's Men. The festival combines national and regional live music with craft breweries, wineries and other beverage vendors, local and regional food vendors, and community partners.

Proceeds help support Shepherd's Men and its mission of improving the lives of military veterans and first responders through advocacy, outreach, empowerment, and access to life-changing treatment.

Quick Facts

Event	Murphy Music & Brews 2026
Date	Saturday, October 10, 2026
Location	Downtown Murphy, North Carolina
Music Start	3:00 PM
Benefiting	Shepherd's Men
Event Type	Charity concert and craft beverage festival
Tickets	On sale now through Eventbrite
Website	https://murphymusicandbrews.com

2026 Music Lineup

- HU\$H
- Laid Back Country Picker
- Donnie Reis and War Hippies
- Scott Miller
- Hippies and Cowboys

Performance order and individual set times will be announced separately.

Tickets

Tickets are on sale now through Eventbrite. The official ticket page is:

[Eventbrite - Murphy Music & Brews: A Benefit for Shepherd's Men](#)

2026 Sponsors

Sponsorship Level	Sponsor
Title Sponsor	Cherokee County Toyota
Hero Sponsor - \$10,000	Buck Bald Brewing
Hero Sponsor - \$10,000	Moog
Supporting Sponsor - \$5,000	Mobilized Fuels
Supporting Sponsor - \$5,000	Harrah's Cherokee Valley River Casino & Hotel
Community Sponsor	Coldwell Banker High Country Realty

About Shepherd's Men

Shepherd's Men is an organization committed to creating advocacy and opportunity for veterans affected by the hidden injuries of war and service. Through outreach, empowerment, and support for treatment programs, the organization works to help veterans at risk access effective care and restore physical and emotional health.

Learn more at shepherdsmen.com.

Previous Performing Artists

Past Murphy Music & Brews performers have included War Hippies, Cracker, Chuck Mead of BR5-49, Kevn Kinney, Drivin N Cryin, and more.

Media Resources

Official Event Logo: <https://murphymusicandbrews.com/press/murphymusicandbrews.png>

2026 Event Image: <https://murphymusicandbrews.com/images/mmbhero.jpeg>

Press & Media Page: <https://murphymusicandbrews.com/Press.aspx>

Additional approved photos, logos, interviews, and event information are available by request.

Media Contact

Murphy Music & Brews Media Team

Email: info@murphymusicandbrews.com

Website: <https://murphymusicandbrews.com>