

CHELSEA PARTY LOFT

FOR IMMEDIATE RELEASE

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Chelsea Party Loft Partners with Starbright Entertainment to Launch Interactive Character Experiences

Collaboration Features Birthday Party Add-Ons and Co-Hosted Public Events, Starting with a Spider-Man Kid Rave on September 11

CHELSEA, MI — August 31, 2026 — Chelsea Party Loft, a premier boutique event venue in Washtenaw County, today announced a partnership with Starbright Entertainment, the Ann Arbor-based performance company specializing in interactive entertainment experiences that bring princesses, superheroes, and other beloved characters to life.

Starbright Entertainment will offer its full roster of characters as an add-on for private birthday parties booked at Chelsea Party Loft. Party hosts can enhance their celebrations with appearances from popular characters including Belle, Elsa, Cinderella, Rumi from *KPop Demon Hunters*, Spider-Man, and more.

The two companies will also co-host ticketed events for children, families, and adults. The events kick off this fall with a **Spider-Man Kid Rave** on Friday, September 11, from 6:00 p.m. to 8:00 p.m.

“Partnering with Starbright Entertainment allows us to take our event offerings to a whole new level,” said Greg Gattuso, owner of Chelsea Party Loft. “By combining our venue with their high-energy, interactive performances—whether as a private party add-on or a community event—we’re creating unforgettable experiences for local families.”

“We are thrilled to be partnering with Chelsea Party Loft to bring our characters to life in such a versatile and engaging space,” said Alison Luk, co-owner of Starbright Entertainment. “This partnership opens up exciting opportunities not just to expand access to our interactive character birthday parties, but also for us to offer unique community events, starting with an epic family Spider-Man dance party!”

As locally owned and operated small businesses, both Chelsea Party Loft and Starbright Entertainment share a deep commitment to serving families in southeast Michigan. By combining an accessible local venue with high-caliber talent, the collaboration delivers a “wow factor” for kids while keeping party planning easy and affordable for parents. In keeping with Chelsea Party Loft’s all-inclusive booking process, character visits will soon be available as a simple one-click addition to its suite of party options.

Spider-Man Kid Rave Event Details

Date: Friday, September 11, 2026

Time: 6:00 p.m. – 8:00 p.m.

Location: Chelsea Party Loft, 1115 S. Main St., Chelsea, MI 48118 (next to the Secretary of State)

Details: Join Spider-Man and Spider-Gwen for an evening of dancing! Guests can show off their best web-slinging moves under the disco ball, take selfies with the superheroes in the 360° Video Booth, and enjoy family-friendly dance party fun. Costumes are highly encouraged. Pizza, snacks, and beverages will be available for purchase.

Tickets: On sale now at <https://www.starbrightentertainment2.com/events>

About Chelsea Party Loft

Chelsea Party Loft was named “Best Place for an Indoor Birthday Bash” in the Ann Arbor Family Favorites 2025 awards. This honor, determined by the readers of *Ann Arbor Family*, highlights the venue’s success since opening in Chelsea, Michigan, in March 2025. In addition to birthday parties, the venue hosts baby showers, bridal showers, graduation parties, and other milestone celebrations.

About Starbright Entertainment

Starbright Entertainment is a performance company specializing in interactive entertainment experiences that bring princesses, superheroes, and other beloved characters to life. With a focus on children’s birthday parties, the company also offers programming for corporate events, fundraisers, summer camps, and more. Based in Ann Arbor, Michigan, Starbright Entertainment serves clients across southeast Michigan.

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