



FOR IMMEDIATE RELEASE

**FIVE DAYS OF WINNIPEG FOLK FESTIVAL!  
Expanded Program Planned for 2010**

Winnipeg, Manitoba (December 1, 2009) -- After a successful 2009 that saw the Winnipeg Folk Festival reach its highest attendance ever, the festival is pleased to announce an expanded five-day format for 2010, taking place at Birds Hill Park from July 7 to 11.

The 2009 program featured Elvis Costello on Wednesday night, thanks to the support of Industry Canada's Marquee Tourism Events Program, an initiative under Canada's Economic Action Plan. The response from the community was so overwhelmingly positive that plans are now in motion to kick off the 2010 festival on Wednesday night with another 'marquee' act.

Early-bird tickets will go on sale February 14, with the full festival pass encompassing five days. For those who wish to purchase camping passes, these will now be bundled together with festival passes into one single ticket. Pricing will be finalized in early 2010, and the options for purchase will be:

- Winnipeg Folk Festival five-day pass
- Winnipeg Folk Festival five-day pass with camping (festival or quiet)
- Winnipeg Folk Festival daily pass

"The festival is thrilled to be able to maintain the addition of a fifth evening of music in 2010," says Tamara Kater, Executive Director of the Winnipeg Folk Festival. "With the expanded program in the works, and an increase in demand for camping tickets in recent years, our ticket restructuring was motivated by the desire to make the distribution of camping tickets more fair and more accessible."

While camping passes will only be sold to the public when bundled with five-day festival passes, volunteers will be able to purchase their camping passes separately through the Winnipeg Folk Festival though details have yet to be announced.

**ABOUT THE WINNIPEG FOLK FESTIVAL**

The Winnipeg Folk Festival is one of North America's premier outdoor music festivals, happening the second weekend of every July in Birds Hill Provincial Park, Manitoba, Canada. It is also a year-round arts organization in Winnipeg with Education and Outreach Programs designed to benefit the community through presenting live music, music training, arts events, and operating a folk music store and performance space in Old Market Square. The Winnipeg Folk Festival is a not-for-profit charitable organization.

[www.winnipegfolkfestival.ca](http://www.winnipegfolkfestival.ca)

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