



FOR IMMEDIATE RELEASE

WINTER WASSAIL AN ANNUAL SUCCESS STORY

Winnipeg Folk Festival's Primary Fundraiser Supports Various Community Initiatives

Winnipeg, Manitoba (January 7, 2010) -- The Winnipeg Folk Festival's annual Winter Wassail took place at the end of November. The primary fundraiser for their Education and Outreach Programs, this year's Winter Wassail raised a total of \$40,000 that will afford various community initiatives.

"The Winnipeg Folk Festival is involved in the community for more than just five days in July," says Tamara Kater, Executive Director of the Winnipeg Folk Festival. "Our Education and Outreach programs have a lasting presence, and we're thankful and delighted for the many supporters who help support our initiatives in bringing music into everyone's lives."

COMMUNITY INITIATIVES

The Winnipeg Folk Festival's Education and Outreach Programs reach more than 10,000 people each year, and benefit the community in many ways. These programs are designed to achieve four goals:

Artist Development:

- More than **200 performers and visual artists** participate in training and artist development programs through the Winnipeg Folk Festival each year.
- Numerous past participants in the Festival's Young Performers and Folk Retreat programs have gone on to **professional careers** as international touring musicians.

Inspiring the Next Generation:

- Over **3,500 children** learn the value of music and artistic expression through the Winnipeg Folk Festival's Family Area and year-round family concerts.
- The Winnipeg Folk Festival's Apprentice Program builds **community volunteerism in 125 youth** each year.

Bringing Music Into People's Lives Year-Round:

- The Winnipeg Folk Festival's Music in the Market series presents **free noon-hour concerts** all summer, in the heart of the city.
- The Folk Exchange is the Winnipeg Folk Festival's **year-round venue** for concerts, workshops, open mics, art exhibits, craft sales, and more.

Barrier-Free Participation:

- More than **600 free tickets** to the Winnipeg Folk Festival are distributed through over 30 local community organizations.
- The Winnipeg Folk Festival offers more than **25 free concerts and family workshops** in partnership with the Winnipeg Public Library at the downtown Millennium branch throughout the year.

ECONOMIC SUCCESS STORY

The Winnipeg Folk Festival is a not-for-profit organization that generates an abundance of spin-offs. The last complete economic impact assessment for the Winnipeg Folk Festival was conducted in 2008 and concluded the following statistics:

More on page 2...



- Annual operating budget is \$3.8 million.
- In 2008 over 250 artists performed on seven stages over four days.
- Of paid attendance in 2008 in excess of 45,000 over the four days, 50% of that came from the Winnipeg area, 11% from Manitoba, 14% from Canada, and 25% from the US.
- With non-paid attendance factored in, total overall attendance in 2008 during the four-day event exceeded 60,000.
- The 2008 Winnipeg Folk Festival generated initial expenditures of \$7.6 million in operating and visitor spending.
- These initial expenditures generated \$17.8 million in Gross Economic Activity (direct, indirect and induced) and generated net economic impacts of \$9.3 million on GDP in Manitoba.
- 167 full-time and part-time jobs were created in 2008, with \$5.7 million paid out in wages and salaries.
- Estimated visitor expenditures totaled \$4.1 million, broken down as: \$1.63 million accommodations; \$0.74 food and beverage; \$0.57 million transportation; \$0.58 recreation/entertainment; and \$0.57 million retail/other.

ABOUT THE WINNIPEG FOLK FESTIVAL

The Winnipeg Folk Festival, celebrating 37 years in 2010, is one of North America's premier outdoor music festivals. It takes place each summer over the second weekend of July in Birds Hill Provincial Park, Manitoba, Canada, with the 2010 festival from July 7 to 11. The Winnipeg Folk Festival 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 Winnipeg's Old Market Square. The Winnipeg Folk Festival is a not-for-profit charitable organization.

www.winnipegfolkfestival.ca

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