



FOR IMMEDIATE RELEASE

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Winnipeg Folk Festival Receives 2011 Aging Recognition Award

Festival Honoured for Extraordinary Contributions to Intergenerational Interaction

WINNIPEG, Manitoba, Canada – The Winnipeg Folk Festival is pleased to announce that the festival is being honoured with a Manitoba Council on Aging Recognition Award on Tuesday, November 22. The award acknowledges the festival's *Guest for a Day* program and will be presented by the Honourable Jim Rondeau, Minister of Healthy Living, Youth and Seniors. The Winnipeg Folk Festival *Guest for a Day* program is an intergenerational initiative that has made extraordinary contributions to promoting an age-friendly community by inspiring interaction between younger and older generations.

In 2011, 703 people of various ages, cultures, abilities and economic levels from 48 organizations participated in the Winnipeg Folk Festival's *Guest for a Day* program. These groups were hosted for a full day that included transportation, special site tours and meals – all at no charge.

"The Winnipeg Folk Festival is the epitome of intergenerational success," said Harry Paine, who has volunteered for the festival since its inception and nominated the festival for this award. "It is an activity that whole families can enjoy together. Over the last couple of years, the festival initiated the *Guest for a Day* program in which they invite seniors and other community groups to come to the festival free of charge for the day."

The *Guest for a Day* program is one of many Winnipeg Folk Festival initiatives that fosters a multigenerational culture. The festival's broad programming, dedicated family area, and volunteer apprentice crew all contribute to an event that sees a diverse community of patrons including generations of families attending together, as well as volunteers of all ages working side-by-side.

Gerry Couture, board chair, will accept the 2011 Aging Recognition Award on behalf of the Winnipeg Folk Festival at a ceremony on Tuesday, November 22, between 1:30 and 3:30 PM in room 200 at the Legislative Building.

About the Winnipeg Folk Festival

With one of North America's premier outdoor music festivals as its signature event, the Winnipeg Folk Festival is a year-round, not-for-profit arts organization that presents live music, arts events, and education and outreach programs designed to benefit the community. The festival also operates a performance space and music store in Winnipeg's historic Exchange District. The 39th annual Winnipeg Folk Festival takes place July 4-8, 2012 in Birds Hill Provincial Park, Manitoba, Canada.

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