



FOR IMMEDIATE RELEASE

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FESTIVAL CELEBRATES 2011 HIGHLIGHTS

WINNIPEG, Manitoba, Canada – It was another remarkable year for the Winnipeg Folk Festival with record attendance, a fantastic response to free bus service, and memorable performances by over 60 exceptional and diverse musical acts.

These five glorious days of summer would not have been possible without the volunteers who are at the heart of the festival community. “The continued success of the festival is directly attributable to the tremendous hard work, dedication and commitment of over 2,880 volunteers,” says Gerry Couture, incoming Chair of the Board. “When it all comes together as beautifully as it did this year, our city, our province and especially our patrons are the beneficiaries.”

2011 Attendance Sets a Record

An attendance record was set in 2011 with a cumulative paid attendance of 59,553, approximately 5,400 more than last year. The biggest crowd was on Friday night, with 13,383 paid attendees. Over the course of five days, the total cumulative attendance including paid patrons, volunteers, performers and guests was 81,320. Over 7,000 of these festival-goers camp in one of the two campgrounds operated by the Winnipeg Folk Festival. The provincial park campground’s 475 sites were also full. In the past decade, the festival has grown by almost 60% with almost 23% of attendees from outside the province.

2011 Winnipeg Folk Festival - Daily Paid Attendance

Wednesday:	11,383
Thursday:	10,816
Friday:	13,383
Saturday:	12,336
Sunday:	11,635

As encouraging as it is to see the festival’s popularity grow, this year’s record attendance placed particular demands on the festival’s site. Plans are underway to develop the site to address health, safety and entrance and egress issues, and most importantly to ensure the festival continues to deliver a high quality experience. Phase One of the project, which addressed back-of house issues is complete. The two remaining phases of the project will take a proactive approach to accommodating growth while respecting its environmental footprint.

Free Transit Service Skyrockets

In an effort to reduce its impact on the environment, the festival offered free transit service to and from Winnipeg for the first time. Total ridership over the five days was 4,975, up 181% over 2010 when ridership was 1,769. The Park & Ride option took approximately 100 cars off the road each day.

Bike Ride to Site

More than 216 cyclists took part in the 2nd annual Bike Ride to Site early Wednesday morning, and were rewarded with priority entrance to the Festival Campground. Bike riders were accompanied by a safe ride van that carried their camping gear and provided support as needed.



About the Winnipeg Folk Festival

www.winnipegfolkfestival.ca

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 39th annual Winnipeg Folk Festival will take place July 4-8, 2012 in Birds Hill Provincial Park, Manitoba, Canada. The Winnipeg Folk Festival also operates a performance space and music store in Winnipeg's historic Exchange District.

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