



FOR IMMEDIATE RELEASE

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Festival Celebrates Grand Opening of La Cuisine

***Manitoba Minister of Conservation Bill Blaikie and MP Joy Smith
attend ribbon cutting ceremony***

Phase Two of Site Redevelopment Project Now Underway

WINNIPEG, Manitoba, Canada – The Winnipeg Folk Festival is pleased to announce the opening of the new La Cuisine building at the festival site at Birds Hill Provincial Park. The new building is part of the first of a three-phase, \$6 million site redevelopment project. Phase One, which will be completed this summer, marks a \$2.3 investment in the festival site.

La Cuisine is the centrepiece of the backstage area at the Winnipeg Folk Festival site. It serves as the kitchen facility during the festival, preparing more than 3,000 meals three times a day, for festival performers, volunteers and guests. The building also functions as a working space pre-festival and as a place for tent drying and storage post-event. This unique structure, made of repurposed and recycled materials, is a fine example of the festival's environmental philosophy.

The Winnipeg Folk Festival would like to recognize the support of the Building Canada Fund – Communities Component (Top Up), as well as Community Places and The Winnipeg Foundation.

“Our government is pleased to have provided more than \$700,000 towards the development of Phase One,” said Conservation Minister Bill Blaikie on behalf of Steve Ashton, Minister of Infrastructure and Transportation. *“These upgrades will allow visitors, volunteers, staff and musicians to bask in the natural beauty of Birds Hill Park while enjoying modern amenities.”*

“The Government of Canada is proud to contribute to the Winnipeg Folk Festival Redevelopment Project, which will increase arts entertainment opportunities for music lovers and their families in the region,” said MP Joy Smith (Kildonan-St. Paul) on behalf of the Honourable Lynne Yelich, Minister of State for Western Economic Diversification. *“The investment in this project has helped boost the economy and will increase Winnipeg’s attractiveness as a tourist destination.”*

The site redevelopment project has been thoughtfully and carefully designed and is guided by the objectives of respecting the natural qualities of the site and helping the festival become even more environmentally sustainable.



Project manager Gerry Humphreys explains how the building is a showcase for repurposed and recycled materials. *"We found three buildings slated for demolition and repurposed the pieces to create this structure. With the addition of salvaged Manitoba Oak, as well as other materials, the building by weight, is more than 90% comprised of recycled or reclaimed materials."*

With Phase One nearing completion, the festival is planning for the next two phases of the project. Coming soon are renovations to the front of house area of the site, as well as the festival's campgrounds. Some of these improvements include a new Festival Village, a new transit bus loop at the main entrance, two new forest stages and improvements to pathways, lighting and accessibility.

Former board chair and capital campaign steering committee member Terry Sargeant notes the importance of this project for the festival. *"After 38 years and more than 1.5 million visitors to our site, we have reached a point where a renovation and investment in our festival site is critical. The completion of this project will position the festival for many more successful summer events. We have begun our Staging the Future Capital Campaign to help support this \$6 million project."*

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 38th annual Winnipeg Folk Festival will take place July 6-10, 2011 in Birds Hill Provincial Park, Manitoba, Canada. The Winnipeg Folk Festival also operates a performance space and music store in Winnipeg's Exchange District.

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