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## **2010 Winnipeg Folk Festival Early-bird Tickets On Sale February 13**

### *Festival Introduces Bundled Tickets and Attendance Cap*

*Winnipeg, Manitoba. February 12, 2010* – It's a big year for the Winnipeg Folk Festival as it celebrates its 37<sup>th</sup> edition with a number of exciting and important changes. In 2010 the festival will once again present a five-day format, opening with a "marquee" act on Wednesday, July 7 and running through Sunday, July 11.

This year, the festival will be introducing an attendance cap for the first time in its 37-year history. "As our attendance has grown, we have continually made improvements to accommodate more Winnipeg Folk Festival devotees, but we are now near our maximum capacity. Until there are major changes to our site, we've decided to limit attendance to preserve the audience experience." said Tamara Kater, Winnipeg Folk Festival Executive Director, "While a number of programming and site enhancements are underway to allow a small increase in attendance for 2010, this may be the first year in our history that tickets sell-out." **The event will cap its daily ticketed attendance at 14,000.**

The sale of festival campground admission will also see some adjustments this year as **campground access is now bundled together with festival passes into one single ticket.** "The festival camping experience is in high demand. We hope this change will give everyone a fair chance to camp as part of the event," stated Kater.

Early-bird tickets will go on sale February 13, with the full festival pass encompassing five days. 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

Tickets are available at the Winnipeg Folk Festival Music Store, 211 Bannatyne Avenue, or through Ticketmaster starting at 10 am on Saturday, February 13. Visit [ticketmaster.ca](http://ticketmaster.ca) or call (204) 780-3333 or 1-888-655-5354.

### **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 in 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.



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