



FOR IMMEDIATE RELEASE
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Winnipeg Folk Festival Sets Stage For Future With Launch of Capital Campaign

WINNIPEG, Manitoba, Canada – The Winnipeg Folk Festival is pleased to announce the launch of its Staging the Future Capital Campaign and the appointment of Loreena McKennitt as Honourary Chair.

Since its inception 38 years ago, the Winnipeg Folk Festival has grown from a one-time grassroots gathering into an annual world-renowned event. In 2009 the Gross Economic Activity for the Winnipeg Folk Festival was estimated at \$25.7 million and 244 jobs were created, generating approximately \$7.6 million in wages and salaries. The festival was awarded Tourism Winnipeg's 2009 Award of Distinction and more recently, Delta Sky Magazine selected the festival as one of the top ten in the world – the only Canadian festival to make the list. The Winnipeg Folk Festival is ready to further enhance its reputation by improving the festival site and offering an even better festival experience for all.

The Staging the Future Capital Campaign will build on the success the Winnipeg Folk Festival and position it to gain further attention worldwide. The capital campaign will allow for many upgrades and improvements to the festival site at Birds Hill Provincial Park. It will be driven by a number of leaders from artistic and business communities.

The Leadership Team

Loreena McKennitt, Honourary Chair, has a long and proud history with the Winnipeg Folk Festival. In addition to performing in 1977, 1989, 1992 and 2009, she received the very first Winnipeg Folk Festival Artistic Achievement Award in 2004. In 2005, she supported the establishment of the Folk School onsite at the festival. Today, she is pleased to be at the forefront of helping shape the festival's future.

"The Winnipeg Folk Festival has been such an important part of nurturing the music scene in Manitoba – and by example, the rest of Canada. It's a fantastic family event, and being in the audience is every bit as wondrous as performing on stage," says Ms. McKennitt. "We need your support to ensure that one of the largest events of its kind in North America can continue to provide a top notch festival experience."

Loreena will be joined by an exceptional leadership team that is committed to the festival's future success. The team consists of:

- David Asper, Executive Chair, Creswin Properties Inc.
- Bob Brennan, President & CEO, Manitoba Hydro
- Chris Couture, Office Managing Partner, PwC Winnipeg
- Allan Finkel, Appeal Commissioner, The Appeal Commission for Workers Compensation
- Eugene Kostyra, Consultant
- Terry Sargeant, Past-Chair and Vice-Chair, Winnipeg Folk Festival



About Staging the Future

www.stagingthefuture.ca

While the Winnipeg Folk Festival has enjoyed much growth and success, it also faces many challenges. In order to continue to deliver the high quality experience that audiences, performers, vendors and volunteers have come to expect, a strategic investment in our festival site is critical. Staging the Future is a proactive approach to improve the festival site at Birds Hill Provincial Park. The goal of the capital campaign is to raise funds to enable the Winnipeg Folk Festival to undertake long-term improvements and allow the festival to continue to excel, enhance accessibility, and welcome people for generations to come.

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, music training and education and outreach programs designed to benefit the community. Celebrating 38 years in 2011, the five-day Winnipeg Folk Festival takes place each July 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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