



FOR IMMEDIATE RELEASE
May 5, 2011

Winnipeg Folk Festival Offers FREE Bus Service in 2011

Festival-Goers Encouraged to Help Reduce Festival's Carbon Footprint

WINNIPEG, Manitoba, Canada – Birds Hill Provincial Park is a beautiful place and ideal home for the Winnipeg Folk Festival. Each year, the festival makes an effort to reduce its carbon footprint by undertaking new and 'greener' initiatives. This year the Winnipeg Folk Festival is asking festival-goers to help do their part by leaving their vehicles at home and using the ***Festival Express FREE Transit Service*** to travel to-and-from Birds Hill Provincial Park.

"We're committed to finding ways to reduce our carbon footprint more and more every year," says Tamara Kater, Executive Director of the Winnipeg Folk Festival. "While the Winnipeg Transit service has been offered for several years, this year we're thrilled to provide expanded service – with more frequency and a park & ride option, **the *Festival Express* is the quickest and easiest way to travel to and from the festival - and best of all, it's free!**"

"Our goal is to make it easy for people to take Winnipeg Transit to the festival. This will result in fewer cars commuting, reduced emissions, and less environmental impact. It's a win-win situation for everyone."

How *Festival Express* Works

To access the Winnipeg Transit *Festival Express* service, festival goers simply show their valid 2011 festival ticket, wristband, or access pass when boarding. The *Festival Express* offers service on two routes to Birds Hill Provincial Park, as well as free Winnipeg Transit from anywhere in Winnipeg when connecting to-and-from the *Festival Express* service. The two *Festival Express* routes are:

Downtown (with stops along Graham and at City Hall)

Departs every 30 minutes from Memorial & York

McPhillips Station Casino Park & Ride (non-stop)

Departs every hour from back parking lot

***Festival Express* Operating Times**

Wednesday & Thursday: 4:00 pm - 1:07 am

Friday & Saturday: 10:00 am - 1:07 am

Sunday: 10:00 am - 11:00 pm

Winnipeg Transit's accessible buses will be used on the *Festival Express* service. The free ride offer is not available on Handi-Transit service, as Handi-Transit does not operate beyond the city limits. More information about the *Festival Express* can be found on the Winnipeg Folk Festival website www.winnipegfolkfestival.ca.



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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 historic Exchange District.

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