



FOR IMMEDIATE RELEASE
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2011 Winnipeg Folk Festival Tickets On Sale February 14, 2011

WINNIPEG, Manitoba, Canada – The Winnipeg Folk Festival will celebrate its 38th anniversary in 2011 with its thriving five-day format, opening on Wednesday, July 6 and running through Sunday, July 10.

Once again the festival will cap its daily attendance at 14,000 as it did in 2010. “We strive to provide a positive festival experience for all, and managing capacity is a key part of our strategy” said executive director, Tamara Kater. “At the 2010 Winnipeg Folk Festival we fixed a lot of challenges we had in 2009, but until we develop new stages, and better site layout, we will maintain this audience cap.”

In 2011 the sale of camping will be bundled together with festival access into one ticket. This new ticket structure was successfully introduced last year to curb ticket re-selling and simplify service charges. Also this year, there will be an additional 500 Festival Campground tickets available for public sale.

Early-bird tickets for the Winnipeg Folk Festival will go on sale Monday, February 14, with the full festival ticket encompassing five days. The options for purchase will be:

- Winnipeg Folk Festival five-day ticket;
- Winnipeg Folk Festival five-day ticket with camping (in either the Festival or Quiet Campground);
- Winnipeg Folk Festival individual day tickets.

Tickets are available at the Winnipeg Folk Festival Music Store, 211 Bannatyne Avenue, or through Ticketmaster.ca, or (204) 780-3333, toll free 1-888-655-5354. Ticket prices are available online at www.winnipegfolkfestival.ca/wp/festival/tickets/

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 the 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 over the second weekend 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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