



Media Release

The Countdown Begins! 10 Days Until Folklorama: One Unified Virtual Experience!

WINNIPEG, MB – July 27th, 2021 – Today marks the 10-day countdown until Folklorama – One Unified Virtual Experience. One Multi-Cultural Fusion Event, presented by Manitoba Liquor Marts. Travel around the world – no passport required! To help pre-plan your trip, here are the top 10 must do items to give you the complete Folklorama Fusion experience, streamed LIVE FREE from the Burton Cummings Theatre Friday, August 6th to Sunday, August 8th, 2021.

10. Host your own Folklorama Fusion viewing party! Tag us @Folklorama #MyFolklorama to win great prizes.

9. Who doesn't love a 50/50 Raffle? [Buy](#) a ticket to support the Folklorama Cultural Preservation Fund.

8. Even though the show starts at 7:30 p.m., tune in at 7:00 p.m. to take in all the live, behind-the-scenes action.

7. Friday, August 6th will feature Asia and Africa, Saturday, August 7th will display The Americas, and Sunday, August 8th will showcase Europe. Click [here](#) for the schedule.

6. Follow @folklorama on Instagram, Facebook, and Twitter to be the first to know about great giveaways with prizes donated by Folklorama's sponsors!

Cont'd 1/2

July 23, 2021



5. Pick up a Farmery Brewery Folklorama Fusion Pack. \$2 from every case sold supports the Folklorama Cultural Preservation Fund!
4. [Shop](#) the Ethno-Cultural Virtual Marketplace with fantastic finds from cultures around the world.
3. Before each performance, you will learn about cultural traditions and why it's important to keep culture alive and thriving.
2. Support local and pair your show each evening with food from the very first Ethno-Cultural Food Week. Visit Folklorama.ca to see all the participating restaurants.
1. Thanks to our sponsors...it's FREE! Sign up to learn more [here!](#)

While it will look different this year, Folklorama is excited to start planning for the traditional 2022 Festival which will resume July 31st-August 13th, 2022.

-30-

Folklorama began in 1970 as a one-time celebration of Manitoba's centennial but has since grown to be the largest and longest-running multicultural festival of its kind in the world. Developing out of the success of the Festival, the organization offers year-round programs: Folklorama at Home, Folklorama at Work, Folklorama at School, Folklorama at Play. All the programs bring to life Folklorama's mission of celebrating diversity and promoting cultural understanding. Learn more at Folklorama.ca.

Folklorama gratefully acknowledges that we create, connect, and celebrate on Treaty One territory – original land of the Anishinaabe, Cree, Ojibway, Dene, Dakota peoples, and homeland of the Métis nation. We are committed to building relationships and sharing knowledge, and cultural understanding of all communities. Understanding our diversity fosters pride and mutual respect.

Media Contact:

Tanya Williams
Director, Marketing, Communications, & Engagement
E: twilliams@folklorama.ca C: 204-296-3938

July 23, 2021