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**MANITOBA GOVERNMENT PROVIDING \$400,000 TO  
STRENGTHEN THE VIABILITY AND ACCESSIBILITY OF FOLKLORAMA****Funding Will Help Ensure the Major Annual  
Festival Remains Vibrant and Accessible: Reyes**

The Manitoba government is supporting the province's largest multicultural festival and major tourist attraction by providing \$400,000 in funding to the pavilions of Folklorama, Minister of Advanced Education, Skills and Immigration Jon Reyes announced today.

"One of our province's greatest strengths is its rich cultural diversity, an asset so wonderfully showcased at this popular, family-friendly annual event," said Reyes. "We are proud to support the pavilions of Folklorama and supplement admission fees to ensure as many Manitobans and visitors as possible can enjoy the unique opportunity to experience this memorable, miniature world tour."

The province is providing \$300,000 to help support the Folklorama pavilions participating this year, as well as those who participated in 2019 but are not yet able to return for this year's 51st edition due to the effect from the global pandemic. As well, \$100,000 will be used to offset the admission price of the 9:45 p.m. shows on Monday and Tuesday nights to help boost attendance by reducing ticket costs.

"The funds made in a pavilion during the festival stay in that community and are often the largest fundraising opportunity in a year for those organizations," said Teresa Cotroneo, executive director, Folklorama. "Thanks to the Manitoba government's support, Folklorama pavilions will have a hand-up in their ability to restart programs that may have been paused due to the pandemic and ensure our rich ethno-cultural history is preserved into the future."

Folklorama 2022 will take place from July 31 to Aug. 13 at venues all across Winnipeg including schools and local community and cultural centres. This year's event will feature over 25 pavilions, each staffed by volunteers and featuring authentic food, lively entertainment and informational displays celebrating their culture, noted the minister.

"This support from the government of Manitoba comes as a lifeline to continue our participation in Folklorama," said Ramandeep Grewal, president, India Association of Manitoba. "This funding is a catalyst to restart our operations to be back with full enthusiasm while creating cultural and economic benefits to Manitoba."

Each year, Folklorama is attended by thousands of Manitobans as well as hundreds of visitors from across Canada and around the world who come to Winnipeg for this unique multicultural adventure, the minister noted. The festival generates more than \$12.9 million in economic benefits for the province.