

# FOLKLORAMA

JUL 31<sup>ST</sup> - AUG 13<sup>TH</sup>, 2022



**Welcome to the 51<sup>st</sup> Festival!** Thank you for covering the 2022 Folklorama Festival! We look forward to meeting and interacting with you in the coming weeks.

**IMPORTANT: About Media Access** Please make note of the following important rules and guidelines for the use of media access at our Festival:

- Your Media Pass will need to be scanned upon entering the Pavilions.
- Must be wearing or have the Media Pass when visiting Pavilions.
- The Media Pass is good for one admission only and is strictly for the use of the pass holder. Additional guests are not permitted with the pass. It is the responsibility of the media outlet to ensure they have sufficient passes for all staff attending the Pavilion (ex: journalist with a photographer/videographer will require two passes).
- At no time should a Media Pass be used by friends or family and failure to abide by this requirement will result in immediate loss of accreditation for the media outlet.
- Media Passes are good for admission only. Media Passes do not entitle the bearer to food or beverage or to bypass any existing food/beverage lines.
- Once your Folklorama stories and/or content is filed, please send to [marketing@folklorama.ca](mailto:marketing@folklorama.ca) for our archival records.

We thank you for your understanding and attention to these requirements!

## **How do I set up an interview with a Folklorama spokesperson, performer, or volunteer?**

Please do not go to the Pavilions directly. All media inquiries need to come through the Marketing, Communications & Engagement department. To arrange a media interview please contact:

**Tanya Williams, Director, Marketing, Communications & Engagement**

**E** [twilliams@folklorama.ca](mailto:twilliams@folklorama.ca) | **P** 204-982-6212 | **C** 204-296-3938

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## Media Release

### After two long years, Folklorama is back!

WINNIPEG, MB – May 26<sup>th</sup>, 2022 – The world’s largest and longest-running multicultural festival, Folklorama is back from July 31st to August 13th! Tickets go on sale today!

“Folklorama is thrilled to be back to celebrate its 51<sup>st</sup> Festival,” states Richard Reif, President, Folklorama Board of Directors. “It’s been a long two years and our Folklorama family is looking forward to welcoming guests home again.”

Twenty-four Pavilions across Winnipeg will open their doors to the public, showcasing some of Manitoba’s finest ethno-cultural arts and cuisine. Along with the Festival, the much sought-after VIP Tour experience returns as well. Join one of 37 unique tours where you can either cycle, walk, or take a luxury motorcoach for an evening of food, fun, reserved seating, VIP entrance and your own volunteer Tour Guide.

“The Folklorama Festival serves as a major annual fundraiser for most of our communities,” states Teresa Cotroneo, Executive Director, Folklorama. “Funds that are made in a Pavilion during the Festival remain in that community and support year-round programming initiatives such as language classes, traditional dance, immigration transition support, and most importantly, community connections. Being back in person promotes a special energy where culture can be celebrated and shared with pride.”

Casinos of Winnipeg Folklorama Kick-Off will also be back Saturday, July 23<sup>rd</sup> from 4 to 10 p.m. at Assiniboine Park’s Lyric Theatre. Experience cultural workshops and performances along with food trucks, children’s activities, and a Pavilion Expo.

The health and safety of our guests, volunteers and staff is our top priority. Taking into account the high vaccination rate of Manitobans, feedback from our Pavilions, and consultation with public health authorities, Folklorama will proceed with the policy that masks are encouraged, not required. In addition to an already robust health and safety program, Pavilions also will be certified in the Manitoba Tourism Education Council’s Clean it Right program. Proof of vaccination will also not be required.

While not all Pavilions are able to return this year, Folklorama looks forward to their return when they are able to do so.

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## Week One Pavilions

Belgian Pavilion  
Casa do Minho Portuguese Pavilion  
German Pavilion  
Irish Pavilion  
Japanese Pavilion  
Métis Pavilion  
Pavilion of Scotland  
Polish Pavilion  
Romanian Pavilion  
Scandinavian Pavilion  
South Sudanese Pavilion  
Ukraine-Kyiv Pavilion

## Social Media

Facebook / [@folklorama](#)  
Instagram / [@folklorama](#)  
Twitter / [@folklorama](#)  
TikTok / [@folklorama](#)

## Week Two Pavilions

Africa Pavilion  
Celtic Ireland Pavilion  
Egyptian Pavilion  
Hungary-Pannonia Pavilion  
Israel Pavilion - Shalom Square  
Italian Pavilion  
Pavillon canadien-français  
Punjab Pavilion  
Slovenija Pavilion  
Spirit of Ukraine Pavilion  
Tamil Pavilion

## To Download

[Folklorama Logos](#)  
[High-Resolution Images](#)  
[Videos](#)  
[2022 Travel Guide](#)

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**FESTIVAL STATS**  
FOR THE WORLD'S LARGEST AND  
LONGEST-RUNNING MULTICULTURAL FESTIVAL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
X	X	X	X	X	X	X
X	X	X	X	X	X	X

**14** DAYS

**523** SHOWS



**SINCE**  
**1**  
**9**  
**7**  
**0**



**126,000**  
VOLUNTEER  
HOURS



**37** VIP TOURS

**PAVILIONS**



**24**



**#FOLKLORAMA51**



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## Supporting Our Communities

Seeing the need to help the struggling ethno-cultural communities they serve, in 2020 Folklorama announced a brand-new division to their organization – the Folklorama Cultural Preservation Fund.

“Folklorama’s mission and vision have always been to provide opportunities for ethno-cultural communities to promote and celebrate their intangible heritage,” states Teresa Cotroneo, Executive Director, Folklorama. “By establishing this Fund, Folklorama is raising money to grant our ethno-cultural communities funds to assist in cultural preservation. From providing financial assistance for children to learn ethno-cultural dance/language, to helping ethno-cultural arts groups the travel to perform around the world, to summer camps to teach cultural diversity, to scholarships for youth, Folklorama Cultural Preservation Fund takes the Folklorama mission to the next level..”

“Our communities will have more opportunities to promote diversity and educate in so many ways,” states Delvinder Kaur, Co-coordinator of the 2022 Punjab Pavilion. “To think that children will have a chance to learn dance or take a language class...it’s going to make such a difference and benefit so many.”

Support youth in preservation of their intangible culture for years to come. Be part of Folklorama’s future – donate today at [Folklorama.ca](https://www.folklorama.ca).

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