



Media Release

Free event marks the return of the Folklorama Festival with 'Casinos of Winnipeg Folklorama Kick-Off'!

WINNIPEG, MB – July 20, 2022 – After a two-year hiatus, the world's largest and longest-running multicultural festival is returning and so is the annual Casinos of Winnipeg Folklorama Kick-Off to launch the festivities this Saturday, July 23rd from 4:00-10:00 p.m. at Assinboine Park's Lyric Theatre.

The Kick-Off, presented by Casinos of Winnipeg, is free to the public and will give attendees a taste of what to expect from the Folklorama Festival and the Folklorama at Home, Folklorama at School, and Folklorama at Work programs that take place 365 days a year.

Come ready for a day jam-packed with family-friendly activities - experience cultural workshops, like interactive African drumming, performances from Folklorama members, children's activities, a Pavilion expo, food trucks, partner booths, and one of the most exciting events - The official Ambassador parade featuring representation from all of this year's Pavilions. The show will be hosted by a fantastic lineup of local radio and TV personalities.

Folklorama is eager to welcome thousands of fans back to our Pavilions for the 51st edition of the Folklorama Festival from July 31st – August 13th, 2022. For more information on the Casinos of Winnipeg Folklorama Kick-Off, as well as the Festival, visit [Folklorama.ca](https://www.folklorama.ca).

-30-

EDS: The Ambassador Parade is scheduled to start at 6:30 p.m. and will run until 7:10 p.m. Please book your interview in advance.



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