



## Media Release

### **Folklorama honoured Internationally – twice!**

**WINNIPEG, MB – September 19th, 2022** –Folklorama is thrilled to announce that they have been honoured by the International Festivals & Association (IFEA), winning silver for the Best Virtual Festival/Event for the 2021 Folklorama Safe at Home: The Virtual Experience series, and a bronze for Best Sponsor Activation for the 2021 Folklorama One Unified Virtual Experience. One Multi-Cultural Fusion Event. The award was given out at the Associations conference last night in McAllen, Texas.

“Folklorama is beaming with pride to have won silver and bronze awards, competing against some of the largest Festivals internationally,” states Teresa Cotroneo, Executive Director, Folklorama. “These awards are truly a reflection of what Folklorama accomplished during the pandemic. Through the hard work and dedication of our members and operations staff we were able to keep the mission and vision of Folklorama top of mind.”

Each year, the International Festivals & Events Association recognizes outstanding accomplishments and top-quality creative, promotional, operational and community outreach programs and materials produced by Festivals and events around the world, with the IFEA/Haas & Wilkerson Pinnacle Awards Competition. From events large or small, cities, Festivals, chambers, universities, parks & recreation departments, vendors & suppliers, and everything in between, entries are categorized into organizations with similar sized budgets.

Folklorama is currently planning the 52<sup>nd</sup> Festival. It will be held August 6-19, 2023. For more information, visit [Folklorama.ca](https://www.folklorama.ca).

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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](https://www.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.

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