



## Media Release

### **Folklorama announces new partnership to plan for the future**

**WINNIPEG, MB – November 29, 2022**– Folklorama, the world’s largest and longest-running multicultural Festival of its kind in the world, announced the creation of its first endowment fund at The Winnipeg Foundation today. The endowment is to assist their ethno-cultural communities ongoing and new projects that celebrate, educate, promote, and preserve culture.

“Our Folklorama Operations team has been working hard behind the scenes to develop ways to fundraise and award funding for youth initiatives”, states Richard Reif, President, Folklorama Board of Directors. “In evolving the plans to ensure continuity for the future, Folklorama is pleased to announce the creation of its first endowment fund at The Winnipeg Foundation. The Folklorama Cultural Preservation Endowment Fund was created with \$20,000 that Folklorama has raised for the Fund (to date) and matched with a 75% contribution by The Winnipeg Foundation.”

Launched on August 4, 2020, the Folklorama Cultural Preservation Fund was established to align with Folklorama's mandate of celebrating diversity and promoting cultural understanding. This Fund will provide Folklorama members access to funds to support their ongoing or new projects that celebrate, educate, promote, and preserve culture.

- Supporting the cost of participating in ethno-cultural dance instruction
- Supporting the cost of participating in established programs for learning a language of their heritage
- Supporting the cost of participating in, or establishing a program where traditional foods and recipes are prepared
- Supporting the cost of training for succession planning in community organizations (i.e. governance, logistical planning, volunteer management)
- Supporting costs associated with participation in educational programs that focus on learned experiences of ethno-cultural diversity (summer camp, workshops, information sessions)
- Supporting the cost of travelling to national and international festivals and competitions directly related to preservation of culture (ethnic dance, music, etc.)

Based on the annual return informed by The Winnipeg Foundation, Folklorama will determine an amount to be awarded to youth initiatives through a structured application and award process.

**But fundraising must continue to grow the ability to support youth initiatives!** Join Folklorama in support of the Giving Tuesday movement. Please donate what you can,



honour someone that has inspired your Folklorama journey or share our social media messages with your friends and communities.

The Folklorama Cultural Preservation Fund aligns with Folklorama's mission of celebrating diversity and promoting cultural understanding.

For more information, visit: [Folklorama.ca](http://Folklorama.ca).

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