

49th Folklorama Festival Comes to a Close – Looking Forward to 50th in 2019

(WINNIPEG, MANITOBA; August 20, 2018) – The world’s largest and longest-running multicultural festival has wrapped up its 49th year and has already started preparations for its 50th anniversary!

“We are thrilled with the success of Folklorama 49 and we are extremely grateful for everyone involved,” says Teresa Cotroneo, Acting Executive Director. “We have been a Winnipeg tradition since 1970 and we are so proud to be such a long-standing part of Manitoba’s history. Just because the Festival has come to a close, it doesn’t mean we are slowing down. We are working away on some exciting initiatives to celebrate our 50th anniversary and will release details in the coming months.”

The 2018 Festival drew hundreds of thousands of patrons, with a preliminary estimate of over 445,000 pavilion visits over the two week Festival resulting in a 5% increase. Many pavilions experienced sold out shows with guests from near and far including Australia, China, Egypt, Mexico, Arizona, California, and Minnesota.

For the first time in Folklorama history, the organization offered tickets online to provide a convenient and customized way to experience the Festival with approximately 40% of patrons purchasing online. Tickets were specific to pavilions, dates and show times for all 43 pavilions and guaranteed entrance.

“We learned a lot this year and will strive to make it even better for next year. Overall we are pleased with adoption of the new system by our loyal patrons and volunteers,” says Avrom Charach, Folklorama President.

Folklorama would like to thank our funders, the Province of Manitoba and Winnipeg Arts Council, as well as our valued sponsors. Next year’s golden anniversary celebration will be held August 4 to August 17, 2019.

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About Folklorama

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 three year-round programs: Talent, Teachings and Travel. All of the programs bring to life Folklorama’s mission of celebrating diversity and promoting cultural understanding.

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