



FOR IMMEDIATE RELEASE
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Winnipeg Folk Festival Celebrates Phase One Completion ***\$2.7 Million Investment in Festival Home***

WINNIPEG, Manitoba, Canada – The Winnipeg Folk Festival is pleased to announce that Phase One of its Site Redevelopment Project is complete. **The first phase of the multi-phase, earth-friendly project was a \$2.7m investment that brings significant and much needed improvements to the festival site at Birds Hill Provincial Park.**

“After 1.5 million visitors, we’ve realized our festival home is in need of some critical and urgent upgrades. We are very happy to see the first phase of our project complete on schedule and on budget. The festival is investing in this project to ensure the festival lives on for future generations,” says board chair Gerry Couture.

This first phase addressed back-of-house operations with a **focus on health, safety and service improvements**. A critical component includes the creation of a new emergency access road that provides a direct and quick access route, improving the festival’s capacity to deal with an emergency. As with all parts of this project, extra care is taken to protect the environment. The road was engineered to avoid tree clusters and hardwood growth, and the construction was adapted to avoid habitat and plant disruption.

Another key component, the **eco-friendly** kitchen facility **La Cuisine**, which celebrated its Grand Opening on July 4, 2011, **is now complete**. This unique structure functions as the site of food preparations for more than 45,000 meals during the festival, and as a place for tent drying and storage post-event. Designed and built with repurposed and recycled materials, the building reflects the festival’s environmental philosophy and commitment to sustainability.

“We found three buildings slated for demolition and repurposed the components to create the structure,” explains project manager Gerry Humphreys. “With the addition of salvaged Manitoba Oak and other materials, **the building by weight is more than 90% comprised of recycled or reclaimed materials.**”

Other Phase One components of the project include:

- New Vendor Access Road;
- New Site Office;
- Expanded Backstage Bus Loop;
- Electrical Upgrades;
- Campground Improvements.

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The Winnipeg Folk Festival would like to recognize the support of the Building Canada Fund – Communities Component (Top Up), as well as Community Places and The Winnipeg Foundation for their support of the first phase of our Site Redevelopment Project.

With Phase One complete, **work now begins on the next phase of the project.** Up next are front-of-house improvements including **two new forest stages, a new festival village, pathways, lighting, electrical upgrades and a bus loop by the main gate.** The goal is to improve the festival experience for every guest. The Winnipeg Folk Festival is in the midst of a capital campaign to support this \$6m project.

About the Winnipeg Folk Festival

www.winnipegfolkfestival.ca

With one of North America's premier outdoor music festivals as its signature event, the Winnipeg Folk Festival is a year-round, not-for-profit arts organization that presents live music, arts events, and education and outreach programs designed to benefit the community. The festival also operates a performance space and music store in Winnipeg's historic Exchange District. The 39th annual Winnipeg Folk Festival takes place July 4-8, 2012 in Birds Hill Provincial Park, Manitoba, Canada.

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