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## PRESS RELEASE



### **The North Carolina Folk Festival announces the *Not Your Average Folk Contest* presented by Cone Health**

**The North Carolina Folk Festival launches a new contest for NC-based musicians.**

**Greensboro, N.C., May 12, 2021** — The North Carolina Folk Festival announced today the launch of the *Not Your Average Folk Contest* presented by Cone Health, for North Carolina-based musicians to compete for prizes - including an opportunity to perform at this year's NC Folk Festival.

“We strive to shine a light on artists who link their cultural and community roots to contemporary ways of expressing and performing their brand of folk music,” said Amy Grossmann, president & CEO of the North Carolina Folk Festival. “Through the *Not Your Average Folk Contest* we endeavor to amplify talent from our home state by creating this fun opportunity for emerging or community-based musicians to share their musical traditions with our festival community.”

The *Not Your Average Folk Contest* welcomes electronic applications from a diverse array of musical groups from across North Carolina who will be adjudicated in two phases - the first phase by a panel of music experts from the Greensboro community who will select four finalists, and a second phase of online voting by the public to select a winner from the four finalists. Each finalist will be awarded prizes commensurate with their ranking from the online voting phase. The finalist receiving the most online votes will be declared the winner and will be awarded a spot to perform at the 2021 NC Folk Festival and an 8-hour professional studio recording session provided by Black Rabbit Audio in Greensboro.

“We are grateful for Cone Health’s support of this new, exciting way to promote and celebrate the creative voices of NC-based musicians,” said Amy Grossmann. “While we continue to plan for the return of an in-person festival that complies with local health and safety ordinances, we can’t think of a better partner than Cone Health to create this safe, virtual space for a friendly competition.”

The *Not Your Average Folk Contest* will accept online applications through the NC Folk Festival website until 11:59pm (EST) on Sunday, June 13, 2021. Contest guidelines, eligibility, and application requirements, along with more information on how and where to submit an application can be found at [www.ncfolkfestival.com](http://www.ncfolkfestival.com).

#### *Not Your Average Folk Contest* Timeline

Application Opens at <a href="http://ncfolkfestival.com">ncfolkfestival.com</a>	Wednesday, May 12, 2021 / 12:00pm (EST)
Application Closes	Sunday, June 13, 2021 / 11:59pm (EST)
Four (4) Finalists Announced	Thursday, July 6, 2021
Online Voting for Public Opens	Thursday, July 6, 2021
Online Voting for Public Closes	Wednesday, July 28, 2021 / 11:59pm (EST)
Contest Winner Announced	Thursday August 12, 2021

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**About the North Carolina Folk Festival:** The NC Folk Festival is a 501c3 non profit organization dedicated to the presentation of music, dance, crafts, and other arts representing cultural traditions from across America and the world through its flagship annual event each September in downtown Greensboro, NC. The North Carolina Folk Festival, co-produced by the City of Greensboro, is one of the fastest-growing destination events in the Southeast, attracting over 156,000 people from across the U.S. to downtown Greensboro. The festival is a FREE admission, three-day event that continues the legacy of the National Folk Festival, which was held in Greensboro from 2015–2017. In the tradition of “The National,” the North Carolina Folk Festival features performing groups representing a diverse array of cultural traditions from around the world on multiple stages, including continuous music and dance performances, a North Carolina Folklife Area featuring ongoing demonstrations, an interactive Family Area, a makers marketplace, regional and ethnic foods, festival merchandise and more. The 2021 North Carolina Folk Festival will take place in downtown Greensboro September 10 through 12. Additional information is available at [www.ncfolkfestival.com](http://www.ncfolkfestival.com).

**About Cone Health:** Cone Health is a not-for-profit health care network serving people in Alamance, Forsyth, Guilford, Randolph, Rockingham and surrounding counties. Our brand promise – We Are Right Here With You – is shared by our more than 13,000 employees, 1,800 physician partners, and 1,000 volunteers.