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## PRESS RELEASE



[Link to Images of all Not Your Average Folk Contest Finalists](#)

**Announcing the *Not Your Average Folk Contest* Winner:**

**The Lorena Guillén Tango Ensemble, from Greensboro, N.C.!**

**Greensboro, N.C., August 5, 2021** — The North Carolina Folk Festival announced today the 1st Place / Grand Prize Winner of the inaugural *Not Your Average Folk Contest*, presented by Cone Health - the Lorena Guillén Tango Ensemble! In recognition of their 1st Place / Grand Prize win, the Greensboro-based ensemble has been awarded a performance spot at the 2021 North Carolina Folk Festival (Sept 10-12) and eight hours of recording time at Black Rabbit Audio.

The Lorena Guillén Tango Ensemble and three additional groups were selected in June as contest finalists from a competitive pool of 53 applications. The public was invited in July to participate in online voting for their favorite group from among the four finalists. The Lorena Guillén Tango Ensemble received the most online votes and was declared the 1st Place / Grand Prize Winner of the 2021 *Not Your Average Folk Contest*.

2021 *Not Your Average Folk Contest* Public Voting Results:

- 1st Place / Grand Prize Winner: The Lorena Guillén Tango Ensemble, from Greensboro, N.C.
- 2nd Place: Grand Shores, from Pittsboro, N.C.
- 3rd Place: JAZZ XPRESSION FEAT. Lydia Salett Dudley, from Raleigh-Durham, N.C.
- Honorable Mention: Dreamroot, from Durham, N.C.

“We are honored to be able to lift up these talented, community-based North Carolina performers” said Amy Grossmann, President and CEO of the North Carolina Folk Festival. “We are grateful for Cone Health’s support of this new contest and look forward to jointly showcasing our 1st Place winner at this year’s NC Folk Festival in downtown Greensboro.”

More about the **Lorena Guillén Tango Ensemble** (*Tango/Fusion*) - From Greensboro, NC

- With its mesmerizing style and sound, the Lorena Guillén Tango Ensemble has captivated audiences with soulful arrangements of Argentine tango standards and original compositions that create a dynamic tango and pan-Latin fusion, heard on their debut album *The Other Side of My Heart* (2018). Their contemporary tango-fusion has become a staple for the North Carolinian tango community, collaborating with NC “milongas” and catering music to its followers (Durham-Tango, Alma-Tango). The LGTE has advocated for overlooked communities in the history of tango, making this music relevant to new communities today: “The Other Side of My Heart,” oral-history musical piece based on interviews with Latina immigrants; “In The Embrace of Tango”, explores Argentine tango and its crossed-path with the Jewish diaspora. The ensemble has performed nationally and abroad in places like Greensboro, Winston-Salem, Durham,

Charlotte, Blowing-Rock, Buffalo-NY, Los Angeles, Pittsburgh, Saint Lucia (West Indies), and featured live at WUNC's "The State of Things", KUNM's "Corazón Tanguero" (NM), and WFDD's "Triad Arts". "World-Music" category winners NC Museum of Art 2021 contest, this summer, the LGTE is recording their second album Tango-Diaspora (with `ArtsGreensboro and UNCG grants) and performing for Sundays at the Park Summer Concerts (White Oak Amphitheater-Greensboro Coliseum, 8/15/2021)

To learn more about all 2021 *Not Your Average Folk Contest*, please visit [www.ncfolkfestival.com/nyaf-contest/](http://www.ncfolkfestival.com/nyaf-contest/).

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**About the North Carolina Folk Festival:** The North Carolina Folk Festival is a 501c3 nonprofit whose mission is to honor, celebrate, and share the meaningful ways in which communities express their creativity and cultural traditions through music, dance, food, crafts and other folk arts to enhance appreciation of diverse traditions and contribute to community vibrancy and inclusivity. Our signature event, the annual North Carolina Folk Festival, is co-produced by the City of Greensboro and is one of the fastest-growing destination events in the Southeast, attracting over 156,000 people from across the U.S. to downtown Greensboro each September. 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 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. Additional information is available at [www.conehealth.com](http://www.conehealth.com).

