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PRESS RELEASE

The North Carolina Folk Festival makes its celebratory return to downtown Greensboro

Greensboro, N.C., October 19, 2021 — After a year of virtual and online programming, North Carolina Folk Festival organizers announced that an estimated 85,000 people attended the celebratory return of its live, in-person festival in downtown Greensboro the weekend of September 10 through 12, 2021. This was the fourth year of the NC Folk Festival (including the 2020 Virtual Concert Series during the pandemic) in Greensboro - which builds on the success and legacy of the National Folk Festival's three-year residency from 2015 - 2017.

“Our goal was to create a fun environment for our audiences and participants in order to safely reconvene in unified celebration of our cultural roots,” said Amy Grossmann, President & CEO of the North Carolina Folk Festival. “Our broad community of supporters, workers, volunteers, and audiences brought so much love and kindness to this year’s event, we could not be more proud of what we accomplished together to create a welcoming and inclusive atmosphere for city residents and visitors to Greensboro.”

Hundreds of artists - including musicians, dancers, and craftspeople - participated in the North Carolina Folk Festival, with 30 crafts vendors and over 50 separate performances and workshops by more than 30 different artists at four outdoor stages.

Support from sponsors and funders, media partners, and donors, including the NC Folk Festival's presenting sponsor TowneBank, made it possible for organizers to produce the free three-day event.

"As presenting sponsor of the 2021 North Carolina Folk Festival, TowneBank was excited to see the return of the "in-person" festival, and we would like to recognize the efforts by volunteers and staff to ensure a safe event for all attendees. The large turnout at this year's festival brought excitement and increased economic activity to our downtown, and access to artists that provide a diverse, fun, engaging, and family-friendly weekend for our citizens. We were thrilled to support the NC Folk Festival and the City of Greensboro in their development of this cultural event for our area and the state of North Carolina," said Scott Baker, President, TowneBank Triad.

Planning for the next NC Folk Festival to take place September 9 through 11, 2022 is already underway. To learn more about the N.C. Folk Festival, please visit ncfolkfestival.com.

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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 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 2022 North Carolina Folk Festival will take place in downtown Greensboro September 9 through 11. Additional information is available at www.ncfolkfestival.com.