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PRESS RELEASE



The North Carolina Folk Festival Announces Return of the *Not Your Average Folk Contest*

Applications Open Today for North Carolina-Based Musicians

Greensboro, N.C., May 16, 2022 — After its debut in 2021, the North Carolina Folk Festival's *Not Your Average Folk Contest* will return in 2022 to give North Carolina-based, independent musicians a chance to compete for a main stage performance at the festival in September as well as 8 hours of studio recording time at Greensboro's Black Rabbit Audio.

"After the overwhelmingly positive reception in 2021, we were excited to make the *Not Your Average Folk Contest* a staple of our annual programming," said Amy Grossmann, President and CEO of the North Carolina Folk Festival. "We are honored to highlight the homegrown talent of musicians from across our state and can't wait to see this year's submissions!"

Applications for the contest open today. Applicants must be from or live in North Carolina and have no deals with any major record labels to be considered. Applications close on June 12, 2022.

Four finalists will be selected by a panel of music experts from across North Carolina who will rate contest submissions on four criteria: appeal of performance, incorporation of folk and traditional elements, musicianship, and the uniqueness of work performed. After the four finalists have been selected, the North Carolina Folk Festival invites participation from the public to select the grand prize winner through an online public vote in which all four finalist's submissions will be able to be viewed by the public at ncfolkfestival.com/vote.

Not Your Average Folk Contest Timeline:

Applications Open:	Monday, May 16, 2022
Applications Close:	Sunday, June 12, 2022 11:59 pm (EST)
Four Finalists Announced:	Tuesday, July 5, 2022
Online Voting Opens:	Tuesday, July 5, 2022
Online Voting Closes:	Friday, July 22, 2022 11:59 pm (EST)

For more information about the *Not Your Average Folk Contest* and about the North Carolina Folk Festival, visit ncfolkfestival.com/nyaf-contest.

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About the North Carolina Folk Festival: The North Carolina Folk Festival's mission is to honor, celebrate, and share the meaningful ways 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 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 featuring 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.