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PRESS RELEASE



The North Carolina Folk Festival Announces 3rd Year of the *Not Your Average Folk Contest*

Applications Open Today for North Carolina-Based Musicians

Greensboro, N.C., May 15, 2023 — The North Carolina Folk Festival announced the return of the [Not Your Average Folk Contest](#) today. This marks the 3rd year of the contest for North Carolina-based independent musicians to compete for a chance to perform at the festival in September. Applications open online today and will be accepted through June 12, 2023.

The [Not Your Average Folk Contest](#) is open to musicians who live in or are based in North Carolina and are not signed to a major record label. Applications are reviewed and scored by a panel of judges who select four finalists. The four finalists are promoted on the festival's website and social media platforms, and the public is invited to select the winners by casting votes online. Prizes will be awarded to the four finalists based on the outcome of the online popular vote. Prizes include:

Not Your Average Folk Contest Grand Prize

(1st Place, most votes accumulated through online voting)

First Prize

- 1x performance at the 2023 Season on Saturday on a main stage.
- 16 hours of studio recording time (studio A) with [Black Rabbit Audio](#).
- 16 hours of video content during studio recording time.
- 1x Contest “Artist spotlight” newsletter.

Second Prize

- 1x performance at the 2023 Season on a secondary stage, the “VIP Lounge,” or a comparable performance opportunity.
- 8 hours of studio recording time (studio B) with [Black Rabbit Audio](#).
- 1x Contest “Artist spotlight” newsletter.

Third Prize

- 1x performance at the 2023 Season on a secondary stage, the “VIP Lounge,” or a comparable performance opportunity.
- 8 hours of studio recording time (studio B) with [Black Rabbit Audio](#).
- 1x Contest “Artist spotlight” newsletter.

Fourth Prize/Honorable Mention

- \$500 E-Gift Card to Sweetwater.com
- 1x Contest “Artist spotlight” newsletter.

In addition to performing on stage at the [NC Folk Fest](#), past grand prize winners have been awarded a studio recording session from Greensboro’s [Black Rabbit Audio](#). This year, [Black Rabbit Audio](#) will increase their prize offering to include studio recording time for additional winners.

“[Black Rabbit Audio](#) is proud to sponsor the [Not Your Average Folk Contest](#) for the 3rd year,” said Tom Troyer, owner and head engineer at [Black Rabbit Audio](#). “Now we’re going a few steps further by extending studio recording time to second and third place winners as well! We look forward to the best round of musicians and performers yet!”

Prior grand prize winners of the [Not Your Average Folk Contest](#) include [Lorena Guillén Tango Ensemble](#) of Greensboro (2021), and [Anna Vtipil](#) of Raleigh (2022). Each performed at the NC Folk Fest and have recorded projects with [Black Rabbit Audio](#).

“When we launched the contest our goal was to shine a light on homegrown musical talent in North Carolina,” said Amy Grossmann, President and CEO of the North Carolina Folk Festival. “After two successful years of welcoming our winners on stage at the festival, and through a deepening partnership with [Black Rabbit Audio](#), we are thrilled to continue supporting and amplifying our state’s talented musicians!”

Not Your Average Folk Contest Timeline:

Applications Open:	Monday, May 15, 2023
Applications Close:	Monday, June 12, 2023 11:59 pm (EST)
Four Finalists Announced:	Wednesday, July 5, 2023
Online Voting Opens:	Wednesday, July 5, 2023
Online Voting Closes:	Wednesday, July 26, 2023 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 2023 North Carolina Folk Festival will take place in downtown Greensboro September 8 through 10. Additional information is available at www.ncfolkfestival.com.



Photo by Lynn Donovan



Photo by Andrew Nelson