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PRESS RELEASE

Run Folk Run! Folk Fest 5K Coming to Greensboro

NC Folk Fest hosts community run/walk during the 2023 Festival

Greensboro, N.C., June 26, 2023— [Registration is open for the Folk Fest 5K](#), a community run/walk scheduled for 10am on Sunday, September 10, 2023. The Folk Fest 5K will take place in downtown Greensboro within the NC Folk Fest site and lead directly into the start of festival performances and activities on Sunday.

The North Carolina Folk Festival is partnering with leaders from the Triad region's running community to host the Folk Fest 5K as a fundraiser to support the annual NC Folk Fest - a three-day, free-admission, multicultural folk arts event hosted in downtown Greensboro each September.

"The NC Folk Fest is excited to partner with runners from across our region to combine the health and wellness benefits of the arts and exercise into a single event," said Amy Grossmann, President & CEO of the North Carolina Folk Festival. "We invite runners and walkers to join us for this community event to support the NC Folk Fest and kick off our Sunday performances!"

Participants will receive a Folk Fest 5K t-shirt, beverage, and custom bib with their registration fee. Registration is now open on runsignup.com. Early birds who register by August 12, are guaranteed a race t-shirt.

“Just as the spirit of the festival brings people together, the Folk Fest 5k will bring all the local running clubs and community runners to convene in a noncompetitive environment and celebrate the sport we all love so much. The Triad running community looks forward to promoting health and wellness while bringing everyone together and introducing runners to the festival!” – Brandon Hudgins ([High Point Athletic Club](#)) and Hollis Oberlies ([Buffalo Creek Running Company](#)).

The race will begin and end within the NC Folk Fest site, using downtown streets and the paved Downtown Greenway, rain or shine. After the race, NC Folk Fest performances and food vending will commence.

Run registration available at

<https://runsignup.com/Race/NC/Greensboro/FolkFestival5k>.

More information about the Folk Fest 5K including registration links can be found on the NC Folk Fest website at www.ncfolkfestival.com/folkfest5K.

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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.