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PRESS RELEASE



North Carolina Folk Festival Announces Grand Prize Winner of the *Not Your Average Folk Contest*

[The Shoaldiggers](#) of Hillsborough, NC win by popular vote and will perform at the [2023 NC Folk Fest](#) (Sept 8-10)!

Greensboro, N.C., August 1, 2023 — The North Carolina Folk Festival announced today the grand prize winner of the [2023 Not Your Average Folk Contest](#), [The Shoaldiggers](#) from Hillsborough, NC! This marks the third year of the popular contest produced by the North Carolina Folk Festival to showcase the homegrown musical talents of North Carolina folk musicians.

“We are thrilled to represent all of the ‘not your average’ folk of North Carolina,” said Daryl White of [The Shoaldiggers](#), “and plan to rock out on Saturday the 9th, with honor and unbridled enthusiasm! A huge Thank You to everyone who voted for us! Until then, ShoalPower to Y’all.”

[The Shoaldiggers](#) and three additional groups were selected in June as contest finalists from a competitive pool of 57 applications. The public was invited to submit online votes through July 28 for their favorite group from among the four finalists. [The Shoaldiggers](#) received the most online votes and were declared the grand prize winner of the [2023 Not Your Average Folk Contest](#). In recognition of their win, [The Shoaldiggers](#) will perform at this year’s [2023 NC Folk Fest](#), and receive 16 hours of studio recording time (studio A) with [Black Rabbit Audio](#).

In addition to the grand prize winner, online voting ranked the following runners-up in the [2023 Not Your Average Folk Contest](#):

- First Runner-Up: [Queen Bees \(Molly McGinn, Kate M. Tobey, & Quilla\)](#)
- Second Runner-Up: [Madison Dawn](#)
- Honorable Mention: [Onyx Club Boys](#)

“We congratulate [The Shoaldiggers](#) on their grand prize win of our [2023 Not Your Average Folk Contest](#),” said Amy Grossmann, President and CEO of the North Carolina Folk Festival. “The Shoaldiggers are exemplars of the infectious musical energies in North Carolina, and they will surely light up our stages at the 2023 NC Folk Fest!”

More about [The Shoaldiggers](#):

The Shoaldiggers' 9-piece band produces a one-of-a-kind sound that is completely unique, yet familiar enough to embrace. From the rolling seascapes to the hollers of the Great Smoky Mountains, the Shoaldiggers weave a varied North Carolina-based soundscape. The music is wild and ancient, civilized just enough in time and tune. The core members have been playing together since 2013 and the band just recorded their 3rd full-length album, "Wind, Wires, and Ways to Wander." Based around Hillsborough, NC, the Shoaldiggers enjoy every aspect and region of the state, and truly strive to embody the musical spirit of "from the mountains to the sea". They play almost exclusively original music that

is eclectic and genre-bending. After playing a set of their own unique originals, they often ask their fans, “What kind of music are we?” Some of the best responses include: swamp grass, acid jug band, and folk bangers. Give the new album a listen and see what you think!

To learn more about all [2023 Not Your Average Folk Contest](https://www.ncfolkfestival.com/nyaf-contest/), please visit www.ncfolkfestival.com/nyaf-contest/.

Thank you to our sponsors, The University of North Carolina at Greensboro, North Carolina Agricultural and Technical State University, WGHP Fox 8, and Black Rabbit Audio, for making the 2023 *Not Your Average Folk Contest* possible.

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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.