

November 4, 2009

Folklorama Named Event of the Year!

Winnipeg, Manitoba – Folklorama is the proud recipient of the Metro Toronto Convention Centre Event of the Year award at the Tourism Industry Association of Canada (TIAC) 2009 National Awards for Tourism Excellence, presented by The Globe and Mail. Nominated by Travel Manitoba, Folklorama was also a finalist for Air Canada Business of the Year.

Folklorama's Executive Director Ron Gauthier was on hand to accept the award at the gala dinner in St. John, New Brunswick on November 3. "I am honoured to accept this award on behalf of Folklorama. It is so wonderful to be recognized as event of the year," says Gauthier. "The fact that Folklorama started as a one-time cultural celebration and then became an annual event that has been going strong for 40 years now is truly attributed to our 20,000 volunteers, who bring our mission of celebrating diversity and promoting cultural understanding to life. I'd like to thank Travel Manitoba for nominating us and the Tourism Industry Association of Canada for inviting us to be a part of this great celebration of Canadian tourism."

Folklorama was one of 42 companies and individuals representing the best of Canada's tourism industry selected as finalists in 14 award categories by a judging panel of tourism industry leaders.

TIAC was founded in 1930 to encourage the development of tourism in Canada and serves today as the national private-sector advocate for this \$74.9 billion sector, representing the interests of the tourism business community nation-wide. The National Awards for Tourism Excellence, presented by The Globe and Mail, were developed by TIAC in 2003 to recognize and foster Canadian tourism excellence. The awards ceremony is a major highlight of Canada's Tourism Leadership Summit, as it allows Canada's tourism industry to recognize those people, places, organizations and events that have gone above and beyond to offer superior tourism experiences to travelers in Canada.

About Folklorama

Folklorama began in 1970 as a one-time celebration of Manitoba's centennial but has since grown to be the largest and longest-running multicultural festival of its kind in the world. Developing out the success of the Festival, the organization also offers year-round programs: Talent, Teachings and Travel. All of our programs bring to life our mission of celebrating diversity and promoting cultural understanding. To find out more, visit www.folklorama.ca.

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