



FOR IMMEDIATE RELEASE

Folklorama launches ticket sales for 54th Festival, taking place August 3-16, 2025

WINNIPEG, MB – May 28, 2025 – Single admission, multipacks, and VIP Tour tickets are now available for Folklorama’s annual ethno-cultural Festival.

Now in its 54th year, the Folklorama Festival is a staple of Manitoba’s summer events calendar. For two weeks at the beginning of August, locals and tourists flock to various venues throughout Winnipeg to visit the Festival’s Pavilions—this year numbering 44 in total.

“Winnipeg has so much to offer year-round, but we really know how to capitalize on our short summers and there’s always a palpable surge of energy throughout the city during the Festival,” says Teresa Cotroneo, Folklorama Executive Director.

Along with two brand new Pavilions, Mabuhay Philippine Pavilion and Modern Chinese Pavilion, there are several Pavilions returning after a hiatus: Argentina “Tango” Pavilion, back for the first time since 2019, as well as Métis and Africa Pavilions, Pavillon canadien-français, and Pabellon de España - Spain Pavilion, returning after hiatuses in 2024.

Visitors can purchase single admission tickets, a Vickar Automotive Multipack of 10 tickets at a savings of \$10.00 or reserve a spot on one of the Folklorama’s popular VIP Tours. This year’s Festival features three brand-new tour options: a VIP Beer Tour, VIP Wine Tour, and a VIP Zero-Proof (non-alcoholic) Tour. VIP Tours start at \$47.95 while single admission tickets are just \$7.50 apiece (plus applicable fees).

Folklorama will also host its signature kick-off event on July 26, 2025, at Assiniboine Park’s Lyric Theatre and Field from 4:00 pm to 8:00 pm. This free event will feature a sneak peek of what’s to come at the Festival, including ethno-cultural performances, a Pavilion expo, children’s area, parade of all 176 Pavilion Ambassadors, food trucks, and more.

Tickets for the 2025 Folklorama Festival, which runs August 3-16, are available now at Folklorama.ca/festival.

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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 of the success of the Festival, the organization offers year-round program through its Ethno-Cultural Arts division. All the programs bring to life Folklorama's mission of bringing people together by sharing ethno-cultural experiences and education.

Folklorama acknowledges that we create, connect, and celebrate on Treaty 1 territory. We honour the unceded lands and waters of the Anishinaabe (Ojibway), Ininew (Cree), Oji-Cree, Dene and Dakota peoples, and the National Homeland of the Red River Métis. We recognize and honour that our drinking water comes from Shoal Lake 40 First Nation on Treaty 3 Territory. We are committed to building relationships and sharing knowledge, and cultural understanding of all communities. Understanding our diversity fosters pride and mutual respect. Learn more at [Folklorama.ca](https://folklorama.ca).

Media Contact:

Vanessa Desorcy

Director, Marketing, Communications, & Engagement

E: vdesorcy@folklorama.ca

C: 204-712-3226