



MEDIA ADVISORY

February 25, 2020

Hay Days Festival to Return in 2021 for “10th Release” Celebrations

After three very successful and expanding festivals, the management committee of Hay Days Festival “the South Slave’s premiere music, arts and cultural festival” have made the decision to postpone the next festival and celebrate the 10th year of events from July 6 - 10, 2021.

A number of key management roles were vacated due to personal commitments and several new members have joined the ranks to begin learning the hundreds of tasks involved under each of the committee leads.

The committee believes whole heartedly in the festival and wants to ensure a diverse and high quality series of events to celebrate the 10th year and are therefore taking additional time to bring all committee members up to speed with the organizational requirements while allowing additional time for planning of this milestone celebration with a goal of many more festival releases in the future.

Hay Days Festival events were transitioned and undertaken as a project of the Rotary Club of Hay River Sunrise in 2017 following a one year festival hiatus (2016) taken by the dedicated and small core group of volunteers of the previous Hay Days.

From 2017 to 2019 the festival quickly grew into a five day celebration with an operating budget of approximately \$160,000 and a group of over 60 volunteers. Local, Territorial and National funding partners and sponsors have been instrumental in the growth and success of the festival.

Hay Days Festival 2019 showcased more than 70 NWT musicians and 15 NWT artisans through over 40 musical, arts and performing arts workshops for all ages, 2 artisan markets, 7 performance venues and several free public events including the Street Fest & Corporate Art Attack and the Community Beach Party & BBQ provided by the Hay River Elks Club.

In respect and gratitude to all previous Hay Days Festival funding partners, sponsors, artists, artisans, venues and volunteers - the management committee is endeavouring to make personal contact with all who have supported our previous festivals and assure them of our plans for 2021.

The festival website and social media will be updated in coming weeks with additional information from the committee. Visit www.haydaysfestival.com or Facebook page Hay Days Festival to STAY TUNED.

Inquiries may be directed to Lee Cawson, Treasurer, Hay Days Festival at lcawson@goauto.ca

