



MEDIA ADVISORY

June 9, 2022

Hay Days Festival Regroups and Looks Ahead to 2023 Events

As currently being experienced with many volunteer organizations and events across Canada, the Rotary Club of Hay River Sunrise has seen a decrease in active membership partially attributed to COVID-19 limitations, an aging community demographic and unfilled key management committee roles.

Following four very successful, exciting and expanding festivals, it is with heavy hearts that the management committee of Hay Days Festival “the South Slave’s premiere music, arts and cultural festival” have made the decision to postpone hosting the next festival until 2023.

This additional time will allow the Rotary Club of Hay River Sunrise to actively recruit new membership and fill a number of key management roles that were vacated earlier this year.

The management committee has unwavering pride and belief in this festival and the benefits brought to the community and region as a whole, and with that in mind wants to ensure the same diverse and high-quality series of events for future celebrations. This gap year will prepare and bring all committee members up to speed with the organizational, financial and personnel requirements required for continued success in the future.

Hay Days Festival events were transitioned and undertaken as a project of the Rotary Club of Hay River Sunrise in 2017 with a one-year hiatus in 2020 due to COVID-19 restrictions in the NWT.

From 2017 to 2021 the festival quickly grew into a five-day celebration with an operating budget nearing \$195,000 and a group of approximately 60 volunteer positions. Our local, Territorial and National funding partners and sponsors have always been instrumental in the growth and success of the festival.

Hay Days Festival “UNWOUND” 2021 showcased more than 40 NWT musicians and 7 NWT artisans through 12 weeks of live music on the SOUND STAGE and 26 different arts & crafts workshops attended by children, youth, adults and families. Total events attendance was estimated at 4500 people.

With gratitude to all previous Hay Days Festival funding partners, sponsors, artists, artisans, venues and volunteers - the committee aims to make personal contact with all who have supported our previous festivals and assure them of our plans to continue fostering music, arts and culture leading up to 2023.

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Rotary Club of Hay River Sunrise
Established July 28, 2001
Service Above Self

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