



MEDIA ADVISORY

March 22, 2021

Hay Days Festival Is Back With “10th Release” Celebrations

Following the absence of the **Hay Days Festival** in 2020, the Management Committee is pleased to announce the festival’s return in 2021 – this being the 10th year that the festival will be hosted. Events will take place from June 29 to July 3, 2021 at various venues around the community.

Given the current unprecedented times and length of this ongoing pandemic, organizers feel it is important now more than ever to bring **Hay Days Festival** to our community. While events may look and be delivered differently than past years - the Rotary Club of Hay River Sunrise looks forward to presenting another inclusive, enriching and enjoyable summer celebration for all. Local, Territorial, and National funding partners, sponsors and volunteers have been instrumental in the growth and success of the festival to date and we look forward to these collaborations again this year.

In 2019 the Rotary Club of Hay River Sunrise successfully held a 5-day music, arts and cultural festival. With an operating budget of approximately \$160,000 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. We are working on what the festival will best look like in 2021.

On April 1, 2021 the festival website and social media will reopen with the tentative schedule of events as well as an “open call” for musicians, artisans and volunteers. Additional information on events and venues will be updated on an ongoing basis. Visit www.haydaysfestival.com , **Facebook** page Hay Days Festival or **Instagram** @haydaysfestival to **STAY TUNED** for this year’s festival activities.

COVID Precautions

Members of the committee on behalf of the Rotary Club of Hay River Sunrise (RCHRS) are working both cautiously and strategically with regard to the ongoing COVID-19 Pandemic and have been in contact with representatives of the Chief Public Health Office, the Town of Hay River as well as our festival friends at Folk on the Rocks. Community and participant health and safety are the primary priority and the committee is working to plan events in compliance with the GNWT Emerging Wisely Plan criteria while aware of possible short notice changes and also establishing new festival best practices in order to mitigate unnecessary risk.

Inquiries may be directed to April Glaicar, Coordinator, Hay Days Festival at info@haydaysfestival.com

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

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