



FOR IMMEDIATE RELEASE

Folklorama launches #CelebrateEverything initiative.

Winnipeg, Manitoba, March 5, 2024 - Folklorama is proud to be a part of and commit to a local psychology-based initiative, #CelebrateEverything, that improves inclusion in our city and brings the community together. #CelebrateEverything recognizes cultural celebrations of all Manitobans, over and above traditionally celebrated holidays, moving to become truly multicultural.

In addition to a year-long campaign to share stories of the rich and diverse ways Manitobans celebrate cultural occasions, Folklorama staff will now be able to take up to two additional days off per year to participate in their own cultural, spiritual or religious holiday celebrations. We believe this is one step forward to a possible movement of statutory holidays for all cultural holidays, recognizing we must have equity in our diverse local community.

"Folklorama has been imperative in creating and bringing life to our shared stories, honouring our commonalities and celebrating our diversity" says Teresa Cotroneo, Folklorama Executive Director "However to truly move into a shared future of inclusivity we need to move beyond placing value on any one culture's holidays. #CelebrateEverything allows us to move ahead with intention and educate on the significance of holidays and occasions that reflect the true fabric of the people of Manitoba."

The acknowledgement of diverse cultural holidays at Folklorama builds on the #CelebrateEverything campaign created by the Clinic Psychology Team under the umbrella of the WinnLove Public Mental Health Initiative led by Dr. Rehman Abdulrehman, Clinical Director, Clinic Psychology Manitoba and Principal, Lead with Diversity.

"By moving towards #CelebratingEverything, we take what is typically seen as foreign - which is people of colour and people who come from cultural communities that are not from the dominant culture – and we make them local" says Dr. Rehman Abdulrehman, "We make good on our promise to move our city and our country to being truly multicultural versus unicultural. And when we do that, what we do is increase the understanding and the connections between different communities and between people who are typically seen on opposite sides of the fence".

Founded in values of respect for people, appreciation for diversity, integrity and respect for culture, Folklorama looks forward to having you join us to #CelebrateEverything.

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 programs: Folklorama At Home, Folklorama At Work, Folklorama At School, Folklorama At Play. All of the programs bring to life Folklorama's mission of bringing people together by sharing ethno-cultural experiences and education.

For more information on #CelebrateEverything or further updates, please visit folklorama.ca or contact:

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