

FOR IMMEDIATE RELEASE

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Tenth Festival year Sees High Points and Weather Impacts

Third day of three-day festival was cancelled due to weather

BANGOR – Organizers of the American Folk Festival on the Bangor Waterfront have reported that the tenth year of Bangor’s traditional arts festival resulted in record audience donations on Friday, but still ended in a shortfall, as Sunday’s Festival schedule was cancelled due to the impending hurricane. Current calculations indicate that the event will be \$75,000 shy of raising 100% of the funds for this year’s event.

“Between the artists – who really defined the excellence of the 2011 Festival – the volunteers who turned out by the hundreds, and the audience, there was an incredible energy during Friday and Saturday of the Festival,” said Heather McCarthy, Executive Director for the American Folk Festival. “That’s why losing Sunday was such a disappointment to us – we wanted to keep the weekend going. But we’re pleased that the Festival team’s ingenuity created the Monday night concert at Husson University. We discovered a whole new way to present the Festival to our audience.”

One of the proactive measures taken by festival organizers was to purchase rain insurance for the festival. The rain insurance policy said that if .75 inches of rain falls between 11am – 5pm on Festival Sunday, it will pay \$27,000 to make up for the loss. Despite heavy winds and rains throughout Eastern Maine, the National Oceanic and Atmospheric Administration (NOAA) reported only .67 inches of rain in Bangor on Sunday, meaning a payout from the insurance policy did not take effect.

“Clearly, Sunday represents a loss for us,” said John Rohman, chair of the 2011 American Folk Festival. “Obviously we had no income on Sunday this year, and – as everyone knows – we rely heavily on the money earned at the event to complete our fundraising efforts each year. We also lost some revenue on Saturday, when people decided to leave earlier than usual to prepare their homes and families for the storm. If Hurricane Irene had not visited the northeast during that particular weekend, we would be looking at a much different financial picture for 2011. Even with all of this, we still had a great time and are already looking forward to Year 11.”

Plans to address the shortfall include a concert, fundraising appeal, and additional merchandise sales. Organizers will review the overall festival budget – as happens each year – to determine potential new savings without sacrificing the integrity of the event.

“The encouraging news is that we saw a 10th year of strong support and attendance for the American Folk Festival on the Bangor Waterfront,” said McCarthy. “We made some changes to our structure and layout last year to help stabilize the festival for the future. When looking at the 2011 event, we’re excited about the 2012 AFF and its sustainability going forward.”

Plans are already under way for the 2012 American Folk Festival on the Bangor Waterfront, scheduled for August 24-26 of next year.

For more information on the American Folk Festival, visit www.americanfolkfestival.com.

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