



## **MEDIA RELEASE**

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## **National Folk Festival Volunteers Shifts Now Open**

***Over 800 volunteers needed to fill a variety of positions for the free, 78<sup>th</sup> National Folk Festival taking place in downtown Salisbury, September 7 – 9, 2018***

**Salisbury, MD, June 5, 2018** —The National Folk Festival has announced that volunteer shifts are now OPEN. Partnering with the United Way of the Lower Eastern Shore's Online Volunteer Center – the Festival makes it easy for prospective volunteers to sign up for the job they want to do and the day(s) and time(s) they want to do it. In just a matter of minutes you can find your perfect volunteer job at the Festival.

With over 800 volunteers needed for the Festival to run smoothly, volunteer recruitment is key to the event's success. Projected attendance is 60,000 - 80,000 for the three-day, FREE Festival, which is coming to Salisbury for the first time from September 7 – 9, 2018.

Volunteers may sign up individually or with groups of friends or business associates. Average volunteer shifts are three to four hours; prospective volunteers may sign up for several shifts during the three-day event.

With dozens of volunteer roles from which to choose, people may indicate the roles they're interested in as well as preferred time slots when registering online. All volunteers will be asked to attend an orientation session; depending on their role, some volunteers will also participate in training sessions.

Each volunteer will get a National Folk Festival Volunteer t-shirt, receive service hours (for students), and gain a wonderful sense of community pride- PLUS, new found friends.

National Folk Festival Local Manager Caroline O'Hare said, "Volunteers are in for something quite special. They will get to experience the National Folk Festival from the inside; really getting up close to what makes the Festival work. And the Festival doesn't work without amazing volunteers.

To learn about volunteer roles and to sign-up for volunteer shifts visit [www.ShoreGetConnected.org](http://www.ShoreGetConnected.org) or e-mail Festival Volunteer Coordinators Mark DeLancey and Kendall Krach at [volunteer@nationalfolkfestival.com](mailto:volunteer@nationalfolkfestival.com) with any questions.

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### **About the National Folk Festival**

Since it was first presented in St. Louis in 1934, the National Folk Festival, the NCTA's flagship event, has celebrated the roots, richness and variety of American culture. Championed in its early years by Eleanor Roosevelt, it was the first event of national stature to present the arts of many nations, races, and languages on equal footing. It was also the first to present to the public musical forms such as the blues, Cajun music, a polka band, Tex-Mex *conjunto*, Peking Opera, and many others. Today, the National is an exuberant traveling festival, produced by the NCTA in partnership with communities around the country that embraces the diverse cultural expressions that define us as a people in the 21st century.

[www.nationalfolkfestival.com](http://www.nationalfolkfestival.com)

### **About the United Way of the Lower Eastern Shore**

United Way of the Lower Eastern Shore is a local, independent, non-profit organization established in 1944. For over 70 years, our United Way has focused on improving the lives of our neighbors in need in Wicomico, Worcester, Somerset, and Dorchester Counties. The organization, which is the largest non-governmental source of funding for area nonprofit agencies, provides support for 80 different local programs with a special focus on Education, Financial Stability and Health. In the last year, United Way has impacted the lives of over 82,000 people on the Lower Shore by investing over \$1.4 million in programs serving the Lower Eastern Shore. <https://www.unitedway4us.org/>

### **About the National Council for the Traditional Arts (NCTA)**

A leading non-profit in the field, the National Council for the Traditional Arts (NCTA), is dedicated to the presentation and documentation of folk and traditional arts in the U.S. Stressing excellence and authenticity, the NCTA presents the nation's finest traditional artists in major festivals, tours, concerts, workshops, demonstrations, exhibitions, media productions, school programs, cross-cultural exchanges and other activities. It works in partnership with American communities to establish new, sustainable traditional arts events that deliver lasting social, cultural and economic benefits. Over 7,000 hours of the NCTA's archival audio recordings dating from the 1930s are permanently housed at the American Folklife Center at the Library of Congress. The NCTA champions the interests of folk and traditional artists and organizations in the arena of public policy. [www.ncta-usa.org](http://www.ncta-usa.org)

### **About the City of Salisbury, Maryland**

Founded in 1732, Salisbury is the county seat of Wicomico County, a place where John Smith touched land in 1608 during his exploration of the Chesapeake Bay. Situated on Maryland's historic Eastern Shore at the crossroads of the Delmarva Peninsula, Salisbury is now one of the region's largest cities, and serves as the capital of the Eastern Shore, a rural area defined by its agricultural and maritime traditions, landscapes and industries. The Chesapeake Bay is central to this distinctive identity. Though a relatively small city, Salisbury is the geographic and economic hub of one of the nation's fastest-growing Metropolitan Statistical Areas. Led by a dynamic mayor, the City of Salisbury is working to build its reputation as an arts and culture destination, and is aligning its downtown development and revitalization efforts with the arts. Salisbury believes hosting the National Folk Festival is the perfect catalyst to further a cultural renaissance and urban renewal. [www.salisbury.md](http://www.salisbury.md)

