



## **MEDIA RELEASE**

DATE: January 23, 2023

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### **Perdue Farms Named Presenting Sponsor of 2023 Maryland Folk Festival**

Salisbury, MD - It's official: the Maryland Folk Festival, a free, large scale, 3-day celebration of the arts, has announced the Presenting Sponsor for the 2023 event — Perdue Farms. The festival will take place here September 22-24, 2023 and will feature hundreds of the nation's finest musicians, dancers, and tradition bearers.

The Maryland Folk Festival is dedicated to creating unique experiences of discovery and learning, cultivating cultural and ethnic diversity, and pursuing all opportunities to inspire and enlighten through music, dance, food, crafts, and the traditional arts. Unlike other music festivals that rely on the sale of admission tickets, with the generous support of sponsors, donors, and grants, the Maryland Folk Festival provides a jubilant array of experiences for all ages at no cost to its audience. This makes it one of the few festivals in America that offer its attendees free access to such extensive programming.

"At Perdue Farms, we are excited to lend our support to the inaugural Maryland Folk Festival in our hometown this September," said Randy Day, CEO of Perdue Farms. "We're proud to join the City of Salisbury in a wonder local and regional event that celebrates diversity of artistic expression and cultures and will help boost civic pride."

By becoming the Presenting Sponsor of this event, Perdue Farms is signaling their dedication to preserving artistic traditions and diverse cultures by providing a platform for artists to share their work with thousands of attendees across multiple days.

"We are incredibly thankful to have Perdue Farms as the presenting sponsor of this year's Maryland Folk Festival, hosted right here in Salisbury," said, incoming Mayor John "Jack" R. Heath. "This three-day event is a celebration of our nation's rich cultural heritage. Thanks to the generous support of Perdue Farms, Downtown Salisbury will have the great privilege of welcoming talented musicians, dancers, and other performers from Maryland and beyond. Thank you to Perdue Farms for their significant contribution to a fantastic event that cannot be missed."

Perdue Farms' involvement with this year's Maryland Folk Festival brings together two organizations dedicated to enriching community life. We look forward to seeing what this partnership brings as we come together once again for another celebration of music, art and culture on September 22-24, 2023 in Salisbury, MD!

For more information about the Maryland Folk Festival visit: <https://mdfolkfest.com/>

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### **About the Maryland Folk Festival**

After more than 5 years as the host of the National Folk Festival, produced in collaboration with the National Council for the Traditional Arts (NCTA), the City of Salisbury's Arts, Business, and Culture Department is proud to launch its own legacy festival. In 2023, the city of Salisbury, Maryland will take center stage with the Maryland Folk Festival September 22 – 24.

This large-scale multi-day outdoor event, celebrates the roots, richness and variety of American culture. It features hundreds of the nation's finest musicians, dancers, craftspeople and other keepers of culture in performances, workshops, and demonstrations, plus children's activities, non-stop participatory dancing, storytelling, and more. <https://mdfolkfest.com/>

### **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 bringing him in contact with the Wighcocomoco or Wicomico, the Nause, the Kusk'arawack, and the Nantaquack or Nanticoke tribes who had lived in the region for several millennia. 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 Maryland Folk Festival is the perfect catalyst to further a cultural renaissance and urban renewal. <https://salisbury.md/>

### **ABCD Events**

The Arts, Business, & Culture Department is responsible for fostering Salisbury's thriving economic climate through supporting business, expanding economic opportunity, promoting artistic expression, hosting unique experiences, and maintaining regional attractions such as the Salisbury Zoo and Poplar Hill Mansion. By producing signature events, facilitating business incentives, and collaborating with stakeholders, this department strives to make Salisbury a place where arts, business, and culture intersect and flourish.

<https://salisbury.md/departments/arts-business-culture>