On Memorial Day Weekend 2019, Northwest Folklife, in partnership with Seattle Center, presented the 48th Annual Northwest Folklife Festival. Thousands of people gathered over four days of this legacy event, rooted in and strengthened by the cultural tapestry of communities that make up our region. Celebrating the power and creativity of young people through this year’s Cultural Focus, Youth Rising, magnified the importance this Pacific Northwest tradition continues to hold as an intergenerational platform to preserve cultural heritage, cultivate greater understanding through sharing and active participation, and evolve with the ever-changing environment we call home.

From the passionate and dedicated performers, to the skilled and masterful artisans; from the delightful, mouth-watering offerings at food booths, to the gems and treasures waiting at merchant tents; from our first-time visitors who delighted in new discovery, to our generous donors who have been steadfast participants and supporters throughout the years; from our community coordinators and community partners who bring this Festival - this labor of love - to life, to the thousands of volunteers who live out their strong belief in community building through their service to the Northwest Folklife Festival, as well as through Northwest Folklife’s year-round programming.

We are grateful to Seattle Cancer Care Alliance for returning a fourth year as our Presenting Sponsor. This partnership continues to lift up a mission of hope and healing, Northwest Folklife Festival artists and “the Healing Power in Music.” Every media and corporate sponsor, whether returning year after year or joining us for the very first time, activate and enhance our Festival space and help us to expand the visibility and vitality of our community. Thank you so much for your dedication to and support of the Northwest Folklife community and the Annual Festival!

As we come ever closer to our 50th Anniversary we so appreciate that you have continued to value and support arts, culture and heritage as an integral part of modern life. In reviewing our 48th Festival recap, just imagine how we can celebrate, together, in 2020 and 2021!
2019 Cultural Focus: Youth Rising

Northwest Folklife celebrated and amplified youth voices from around the Northwest through Cultural Focus: Youth Rising in 2019. Throughout the four days of the Northwest Folklife Festival, Youth Rising created youth-focused and youth-led programming that empowered emerging artists and activists from around the Pacific Northwest. Serving as a mentorship program, this Focus connected youth with culture bearers of all ages to collaborate and share ideas. Youth Rising was led and co-curated by a 30 member committee. This committee, comprised of community members, individuals, professors, culture bearers, activists, local artists and teens became the consulting collective to develop the program. The collective saw the need for space for young creatives to connect, share, and showcase local artists and the result was clear. Within the series of community gatherings, brainstorming sessions, and design workshops, they developed an innovative platform to network, showcase, and inspire through arts called The Hydrant.

The Hydrant officially launched at the 48th Annual Northwest Folklife Festival with a curated showcase at the MoPOP Sky Church and a gathering space called The Hydrant Lounge.

“The Hydrant Showcase was an energetic and emotional experience given the amount of up-and-coming youth artists on the lineup, but a time for us a community to learn about the causes and effects of our system here in Seattle, and our country, expressed in raw form, through art.” says Kid Roman, member of The Hydrant and co-curator of The Hydrant Showcase.

The 48th Annual Northwest Folklife Festival included over 25 programs on 10 venues focused on youth voices, including music and dance performances ranging from Hip Hop to traditional cultural expressions such as Indigenous Coast Salish dances; spoken word performances highlighted voices including the 2019 Seattle Youth Poet Laureate finalists and Youth Speaks; the Youth Rising Art Show, juried in partnership with the Vera Project, showcased the talent of regional artists ages 13–18 and provided a snapshot of what young artists are making, thinking and passionate about; three days of films showcased local filmmakers with partners Reel Grrls and SIFF, panel discussions explored topics such as “Navigating the World as a Young Creative” and “Intersection of Art, Culture and Heritage”, workshops and participatory dances accompanied by local High School Jazz bands highlighted youth excellence for an audience of up to 250,000 throughout the four days of the Festival.
Festival Programming in Numbers:

136 Showcases

6,133 Total Performers

752 Scheduled Performances

5,115+ hours of performances

93+ Hours of Participatory Dance

231 First time performers scheduled
16 Articles

Seattle Youth Poet Azura Tyabji Announced As A Regional Finalist For National Youth Poet Laureate - The Seattle Medium
Northwest Folklife Festival releases full 2019 schedule - Northwest Music Scene
Northwest Folklife Festival takes you to Hawaii and the Philippines - International Examiner
Northwest Folklife dos and don'ts: a guide for families - Seattle's Child
Melanie Curran hopes to give back at Folklife - Kitsap Sun
Shaping Seattle’s cultural identity at Northwest Folklife 2019 - The Daily (UW Newspaper)
Weekend Highlight: Northwest Folklife Festival and Memorial Day events - The Seattle Times
Everything To See And Do At The Northwest Folklife Festival - Curiocity Seattle
Best Tips for the Northwest Folklife Festival 2019 With Kids - ParentMap
KEXP Suggests: Northwest Folklife Festival 2019 (May 24-27) - KEXP
Chau’s Artwork Graces Northwest Folklife Festival Poster - Cornish College of the Arts
What Does the Future Hold for Music Festivals? - Seattle Met
Northwest Folklife drops 2019 festival lineup: Community-powered music, arts festival turns 48 - Queen Anne News
Fighting the System: Seattle Youth Rap the Truth - TeenTix Press Corps
The Hydrant Connects Seattle-Area Youth to Arts World - TeenTix Press Corps
Whitney Mongé: From Busker to Musician-Entrepreneur - TeenTix Press Corps
The Santa Claus Effect: An Assessment of Colonized Pop Culture - TeenTix Press Corps

13 Listicles

25 Things To Do In Seattle This Spring - Clipper Vacations Magazine
The Best Festivals in Seattle: Spring 2019 - The Stranger
Washington's best outdoor summer concerts and festivals 2019 - The Seattle Times
The 44 Best Things To Do in Seattle This Week: May 20-27, 2019 - The Stranger
7 things to do this weekend: May 24-27 - KIRO7
Kitsap A&E: The week ahead - Kitsap Sun
24 Seattle-Area Memorial Day Weekend 2019 Festivals - The Stranger
8 things to do in Seattle - Crosscut
Must List: 14/48: Nordo–Food Theater Thunderdome, Northwest Folklife, Emerald City Ride - Seattle Magazine
Marcie Sillman's weekend culture picks May 24-27 - KUOW
Last-Minute Plans: 82 Free, Cheap & Easy Things To Do in Seattle This Weekend: May 24-27, 2019 - The Stranger
Folklife, SIFF and more: What to do for the unofficial kickoff of summer - Seattle PI
Carrie Underwood brings her Cry Pretty tour to the Tacoma Dome Saturday - What's Up This Week

2 Photo Features

PHOTOS: 48th annual Folklife Festival kicks off at the Seattle Center - Seattle PI
Playing peekaboo at the Northwest Folklife Festival - Seattle Times

2 Videos

Folklife Festival brings live music to Memorial Day weekend - King5
Seattle News Now 5/10/19 - Seattle Channel
4 Live Segments on King5 with Jordan Wilkerson
5:45 AM with Kelli: https://youtu.be/p1_X7LUemik
6:45 AM with Reese: https://youtu.be/L34wmOePNEA
7:45 AM with Jason McCue: https://youtu.be/iVleYOn6boQ
8:45 AM with Sheree Seretse: https://youtu.be/KGQMLcaBwLY

Do206 Partnership

258,177 Email Impressions
189,812 Website Impressions
22,480 Social Impressions
The Northwest Folklife Festival in Seattle celebrates Memorial Day weekend with four days of free performances intended to revive and sustain ethnic, folk, and traditional arts. It features more than 800 musical performances in multiple genres, covering American and international styles. Other events include cultural dance workshops, storytelling sessions, film screenings, cooking demonstrations, and conversation panels about the arts. The best part is that some of these events are participatory, which means you can join in all the singing and dancing action.

-Reader's Digest

"Since 1972, the festival has served as an annual showcase for the cultures and traditions of the disparate ethnic communities living in the Northwest. Each year 600-700 volunteers and 6,000-plus unpaid performers come together to celebrate everything from Hungarian folk dancing to hip-hop and regional Mexican cuisine."

-The Seattle Times

"The goal of Folklife is noble as heck..."

-The Stranger

"Consider it a free opportunity to explore the huge range of cultures that make the Northwest what it is."

-SeattleMet

"Seattle's Northwest Folklife Festival is all about discovery. The Memorial Day weekend celebration at Seattle Center focuses on diversity of programming and letting attendees enjoy things they've never seen, heard, or even thought about before."

-Seattle Weekly

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-Seattle Weekly
362,342 views of nwfolklife.org (Jan – June 2019)

28,576 Instagram impressions May 20-26, 2019

1,269,450 Facebook Impressions (Jan – June 2019)

211,500 people reached through Facebook Event Page

29,225 total “likes” on Facebook

2019 Media Partners:

ParentMap
KBCS 91.3 FM
KEXP
Northwest Asian Weekly
KUOW
KNKX
The Seattle Globalist
The Stranger
Visit Seattle
El Rey
Seattle Met Magazine
KCTS 9
KSER
KVRU
International Examiner
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American Music
Caffe Ladro
Crispin Cider
The Mediterranean Inn
Belltown Inn
Courtyard by Marriott
Renewal by Andersen
Bedford’s Ginger Beer
Ben & Jerry’s
The Frankfurter
Rogue Spirits
Wyndham Destinations
Hostelling International
Full Circle
Geico
Hello Fresh

Rainier Brewing Co.
Rise Brewing Co.
Wild Bill’s Soda
Blue Moon
Deschutes Brewery
JUMP Bikes
Two Beers Brewing
AT&T
Sweet Art
AARP
House Wine
Trumer Pils
JW World Resources
MoPop
Winning Ways
Imperfect Produce
Getaround
Pacific Science Center
Harley Exteriors
We Couldn’t Do It Without You…

2019 Folklife Donors and Volunteers

As a community powered event, the Folklife Festival relies on the generosity of donors and volunteers. In 2019 we had a total of 4,913 volunteer hours completed by over 400 volunteers.

2019 In-Kind Sponsors:

- American Music
- Ben & Jerry’s
- Caffe Ladro
- Central Co-op
- Choice Organic Tea
- Courtyard Marriott
- Diamond Knot Brewing
- Einstein Brothers Bagels
- Full Tilt Ice Cream
- Grand Central Baking
- Henry Art Gallery
- Herbivore Botanicals
- Hostelling International
- Ivars, Inc.
- JonBoy Caramels
- KIND Snacks
- Mac & Jack’s Brewing
- Mediterranean Inn
- Medosweet Farms
- Mighty-O Donuts
- Mt. Townsend Creamery
- Nectar Lounge
- Orchard Bar
- Pacific Science Center
- Partner’s Crackers
- Pepsi
- Powercrunch Protein Bars
- QFC
- Seattle Cider Co.
- Seattle Fudge
- Seattle Mariners
- Seattle Monorail
- Seattle Shakespeare Company
- Smith Brothers Farm
- Sub Pop Records
- The Crocodile
- Tofurky
- Tutta Bella
- Wild Bill’s Soda
- Windward Communications