

MEDIA RELEASE



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FOR IMMEDIATE RELEASE

TD Sunfest Executive/Artistic Director Alfredo Caxaj to receive major award at the world's largest folk music event

LONDON, ON – On an evening when **Buffy Sainte-Marie** will be recognized with the People's Voice Award, and **Joni Mitchell** (Living) and **Leonard Cohen** (Legacy) will be picking up Lifetime Achievement Awards, TD Sunfest founder & Executive/Artistic Director **Alfredo Caxaj** is also going to be honored at the [2019 Folk Alliance International Conference](#), the world's largest gathering of the folk music industry and community.

In a **February 13th** ceremony to be hosted by CBC *q* host **Tom Power** at Montreal's Fairmont the Queen Elizabeth Hotel, Caxaj will receive the prestigious [Spirit of Folk Award](#). It is presented annually to honor and celebrate people and organizations actively involved in the preservation, presentation and promotion of folk music through their creative work, community building and demonstrated leadership. Other 2019 recipients of this award are indigenous music activists Ellen Hamilton (Night Sun) & ShoShona Kish (Digging Roots), Quebec trad music champion Gilles Garand (a TD Sunfest *Le village québécois* MC), folk music industry graphic artist of choice Michael Wrycraft, Latin American singer & facilitator Sophia Rei, and folk music dynamos Matt Smith & Sonny Ochs (sister of the late activist/singer-songwriter Phil Ochs).



The FAI Conference program explains: “Alfredo has worked relentlessly to produce one of the largest festivals in Canada, and by keeping the festival free to all ages, he opens the world of folk to an audience who may not otherwise have access. Alfredo is a champion for diversity and inclusion, and he is committed to a rotating lineup that ensures up-and-coming artists are provided coveted performance opportunities. At conferences worldwide, he is first to hit the dance floor and is known as the guy waving his white towel.”

Alfredo says, “I feel grateful and honoured to receive this award, for it will really encourage me and the rest of the SUNFEST family to continue making the arts accessible to everyone. Music is such a powerful vehicle in bringing people together, and that’s precisely what motivates my colleagues and I as we approach the milestone 25th edition of TD Sunfest.”

Based in Kansas City, Missouri, **Folk Alliance International** has a mission to serve, strengthen and engage the global folk music community through preservation, presentation and promotion. The non-profit organization’s annual February conference (now in its 31st year) draws 2,800 artists and industry leaders (agents, managers, publishers, labels, festival/venue presenters, promoters, media) from 35 countries around the world.

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