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FOR IMMEDIATE RELEASE

August 12, 2025

NC Folk Festival Named "Signature Event of the Southeast"

Award presented by the Southeast Tourism Society

Greensboro, NC – The Southeast Tourism Society (STS) named the North Carolina Folk Festival as one of its *Signature Events of the Southeast for 2025*, recognizing it among the region's top annual festivals. Travel industry experts select these top events each year, shining a spotlight on the people and experiences that make them special.

"Being named a Signature Event of the Southeast is an incredible honor, but it's only the start," said Jodee Ruppel, NC Folk Festival Executive Director. "This recognition inspires our commitment to keep growing with more amazing artists, diverse traditions, and bringing new audiences to Greensboro to experience the vibe of our festival and our city."

The 2025 NC Folk Festival will fill downtown Greensboro with the sounds of global music September 12–14. This year's headliners include *Sammy Rae & The Friends* (Friday), *Arrested Development* (Saturday), and *Steep Canyon Rangers* (Sunday).

The three-day festival, now in its 11th year, began as the National Folk Festival before transitioning into its North Carolina version. It draws more than 100,000 visitors to downtown Greensboro annually.

"Being named a Signature Event of the Southeast is a tremendous honor that speaks volumes about the North Carolina Folk Festival's impact—not just in our community, but across the region," said Melvin "Skip" Alston, Chairman of the Guilford County Board of Commissioners. "Guilford County has long been a destination for arts, culture, and community, and we couldn't be prouder of the Folk Festival in achieving this national recognition. The festival is a celebration of the rich diversity that makes our community special, and this accolade reinforces what we've always known—it's one of the best events in the South."

"It's wonderful to see the NC Folk Festival recognized as a Signature Event of the Southeast. This honor reflects the talent, diversity, and community spirit the festival brings to Greensboro every year, and it's exciting to see something that started here getting regional recognition," says Greensboro Mayor Nancy Vaughan.

You're Welcome.

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For more than 40 years, STS has celebrated the Southeast's premier festivals, honoring the dedication of event organizers while providing additional exposure.

Events considered for the STS *Signature Events of the Southeast* recognition must be at least three years old and attract a minimum of 1,000 attendees.

The three-day festival is free to attend and open to the public. To learn more about the festival and view the full lineup, visit ncfolkfestival.com or download their app.

For more information about the Greensboro Area Convention & Visitors Bureau, visit VisitGreensboroNC.com, follow them on [Facebook](#), [Instagram](#), and [LinkedIn](#), and download the [Explore Greensboro](#) app to discover all the exciting things happening in Greensboro!

About the Greensboro Area Convention & Visitors Bureau

The Greensboro Area Convention and Visitors Bureau is an independent, non-profit governmental authority whose mission is to aggressively market Greensboro's assets, maximizing economic impact while providing excellent visitor service.

Travel and tourism generated nearly \$1.7 billion in Guilford County in 2023, employing more than 11,000 in travel-related jobs, according to "The Economic Impact of Travel on North Carolina Counties" study prepared for Visit North Carolina by Tourism Economics.

About the North Carolina Folk Festival

The North Carolina Folk Festival is a nonprofit organization (501c3) that honors, celebrates, and shares the meaningful ways communities express their creativity and cultural traditions through music, dance, food, crafts, and other folk arts to enhance appreciation of diverse traditions and contribute to community vibrancy and inclusivity.

About Southeast Tourism Society

The Southeast Tourism Society (STS) is a not-for-profit membership association dedicated to the development of travel and tourism professionals and organizations within the Southeast region. The association's mission is to empower a diverse network of tourism professionals through Education, Advocacy, Recognition, and Networking. Member states include Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia, plus the District of Columbia.

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