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‘PESTISORUL DE AUR’ CHILDREN FOLKLORE FESTIVAL

Location: Tulcea, Romania

Key words: festival, traditions, culture,
youth



Tulcea County School Inspectorate is a public institution organizing, administering and monitoring the educational process in Tulcea.

The International Folklore Festival Children and Youth ‘Golden Fish’ started in 1993 based on the idea of a local children’s folk ensemble to create a true celebration of folk. The aim of the event is Danube to gather messengers of folklore from the country and abroad and it was successfully achieved event by the very first edition which was attended by 7 foreign folk ensembles (Bulgaria, Greece, Poland, Albania, Georgi, Russia, Moldova) and 10 sets representing different counties within Romania. During the years, the number of folk who request participation is rising and thus, allows rigorous selection so to accept only those with high artistic concept.

This festival has not lost its attraction, continued to increase the number of shows held by the young participants. The large number of people forced virtually the organizers for the coming years to hold outdoor performances outside competition.

Marketing approach

The festival is promoted through standard tools - press releases, Facebook. With over 20 years of history it is now popular enough amongst folk ensembles and audience.

However, it is listed in the annual published by the International Council of Folklore Festivals Organization (CIOFF) Section B of UNESCO.

Financial situation

The event is financially sustainable as a major co-

part of the funds for the event are provided by the Ministry of Education, Ministry of Culture and Tulcea Country Council. Private companies also contribute due to the important role of the event.

Key success factors and challenges

Key factors for success of the event are:

- Diversity of cultures presented;
- Attractive folk parade on the streets and presentations on the scene.

Plans for future development

The future development refers to attraction of more foreign ensembles from new counties and diversification of the festival’s programme according to the new trends.

Common borders. Common solutions.

GALLERY:



Source of the images: Google

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