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Home County Response to the “London Music & Art Festival” Announcement

FOR RELEASE – February 14, 2024

On February 9, 2024, the Home County Folk League (HCFL) Board of Directors learned of the announcement of an event called the "London Music & Art Festival" scheduled for July 12-14, 2024 in Victoria Park, London, organized by a privately-owned company, Family Shows Canada (FSC).

The HCFL Board was not made aware of this festival prior to the announcement and no arrangement between the League and FSC was brought to our attention. As of today, the HCFL has not entered into an agreement with this company or any third party with respect to the future of the League or the **Home County Music & Art Festival**.

In October 2023, the Home County Folk League (HCFL) announced the cancellation of the 2024 **Home County Music & Art Festival** as we embarked on an in-depth determination of the future of both the annual three-day event and the HCFL organization as a whole. It has yet to be determined whether a large annual festival will be a part of any future business plan, but it has not been ruled out as this event has been an eagerly anticipated and popularly recognized component of the League's activities for almost 50 years.

The HCFL's status as a registered charity has been maintained by providing equitable access to artistic programming and encouraging the development of local performers and artists from the Huron, Oxford, Middlesex, and Elgin counties (putting the H-O-M-E in Home County). As such, any future plans for the League and the festival would need to be in alignment with our mandate and bylaws as well as the Ontario Nonprofit Corporations Act.

While the annual summer event is on temporary hiatus during this assessment period, the Home County name, wordmark, and logo continue to be publicly recognized, valued brand assets of the League and its members. These materials, as well as Home County's history as London's longest running summer festival and our well-established reputation remain critical to the future of the League and any events organized in the future.

The Home County Board of Directors wishes Mr Hillier the best of luck in running the London Music & Art Festival as we remain strong advocates for providing opportunities for local musicians and artists, as well as for the London community to have access to arts programming.



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About Home County

The Home County Folk League (HCFL) is a Canadian registered charity which operates the annual all-ages, "admission by donation" **Home County Music & Art Festival** in London, Ontario's Victoria Park. Since 1974 Home County has presented the best of Canadian roots, traditional, and indie folk/pop acts as well as juried arts vendors, an array of regional food and beverages, and community partners.