

World Of Bluegrass Extends Raleigh Contract

By Administrator

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The International Bluegrass Music Association, the Nashville-based nonprofit professional organization for the global bluegrass community, and its Raleigh partners – The Greater Raleigh Convention and Visitors Bureau, PineCone - The Piedmont Council of Traditional Music, and the Raleigh Convention Center – announced the World of Bluegrass events will remain in Raleigh through 2021. World of Bluegrass, a gathering that consists of a business conference, showcases, awards show, and the largest urban bluegrass festival in the world, has steadily grown in scope, bringing in nearly \$49 million in direct visitor spending to the greater Raleigh area, and drawing more than 856,000 attendees since moving from Nashville to the City of Oaks in 2013. World of Bluegrass is the largest annual event held in Raleigh.

“We couldn’t be more excited to announce our agreement to hold IBMA’s World of Bluegrass in Raleigh through 2021. As we renew our amazing partnership with the City, we find new ways to celebrate bluegrass music we didn’t know were possible until being embraced by this community,” said IBMA’s Schiminger. “World of Bluegrass is our genre’s biggest annual event, where we help our professionals connect and learn, where we shine a bright light on our best, and where we share our great music with so many new and lifelong fans! Our deepest gratitude goes out to the City of Raleigh, Mayor McFarlane, the City Council, the Local Organizing Committee and PineCone, along with Wake County and its Commission, and to the people of Raleigh for the exuberant welcome we have received here.”

“Most business conventions are insular events, but IBMA works with the Local Organizing Committee to engage the public in many parts of World of Bluegrass, including the Bluegrass Ramble showcases, Awards programs, Music Expo, and of course the Wide Open Bluegrass festival. They also work with us and other community partners to put bluegrass bands in Wake County Public Schools, RDU airport, and other venues throughout the region,” said William Lewis, executive director of the Raleigh-based non-profit PineCone, co-chair of the Local Organizing Committee, and IBMA Board Member. “And the community has embraced IBMA and bluegrass and looks forward to the whole week of events each year, no doubt contributing to Raleigh's growing reputation as a leading live music destination here in the Southeast. Thousands of visitors from all over the world come to Raleigh for this event and take home lasting memories from their experiences here each year. IBMA members call World of Bluegrass a ‘homecoming,’ and we're glad they all consider Raleigh a second home.”