

Press Release

Important Information

12/04/2023

www.larochebluegrass.org



18th international festival *Bluegrass in La Roche* Important announcement for 12 April 2023 In 2023, after 17 years as a free festival, visitors will be asked for a contribution of 5 euros

The ambition of Roch' Événements, the organisation behind *Bluegrass in La Roche*, has always been, and remains, to make the biggest Bluegrass festival in Europe affordable for everyone. For 17 years this has meant free entrance and low prices at the bars and for the food that is made and sold on site by our volunteers.

So far, we have managed to finance the festival's growth thanks to the steady rise in visitor numbers, leading to increased sales of food and drinks, the two primary sources of income that represent 50% of the overall budget.

But now, since Covid and the recent energy crisis, we are facing major contextual changes, most significantly in price increases (band fees, travel costs, raw materials, energy and general organisational costs) that we can no longer hope to absorb through the organic growth of visitor numbers and food sales.

We are forced to acknowledge that our business model will not be viable for the coming years, especially if, as in 2022, one evening of atrocious weather can wipe out income and leave the festival with a loss.

This is why in 2023, to keep the festival on a sound financial footing, we have reluctantly decided to ask our lovely audience for a small contribution of 5 euros per adult per day. We believe that this change will make *Bluegrass in La Roche* sustainable for the years to come.

For loyal festival visitors there will be 3-day and 4-day passes at 12 and 15 euros respectively.

Tickets will be available online and at the festival entrance on the day.

Online sales will start on Friday April 21 for 3 and 4-day passes on *Hello Asso*.

All tickets (one day, 3 and 4 days) will include a free, non-returnable festival drinking cup.

For residents of La Roche-sur-Foron, the council has asked that, in view of the grant given by the town, they may have the opportunity to claim 4-day invitations before the festival.

Reminder: Bluegrass in La Roche 2023 is:

- More than 25 bands from all of Europe, the USA and, for the first time, from India!
- A free Street Festival on Wednesday evening and Friday lunchtime on the bar and restaurant terraces
- Excellent food made and sold on site by our teams of volunteers
- Bars, a luthiers salon and a crafts market.
- A town that swings to the sound of Bluegrass music for 5 days

Entry prices:

1 day ticket (Thursday, Friday, Saturday or Sunday) : 5 euros

3 day ticket (Friday, Saturday and Sunday) : 12 euros

4 day ticket (Thursday, Friday, Saturday and Sunday) : 15 euros