

May 10-13, 2021

Media Advisory

For Immediate Release

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LOCAL STORYTELLING NONPROFIT LAUNCHES SELF-LED ONLINE ACADEMY & HYBRID FESTIVAL TO WORLDWIDE APPEAL COMPLETE WITH ASL

SALT LAKE COUNTY, UT & Virtual – Story Crossroads celebrates the first of many graduates of a self-led online academy as it prepares for its first hybrid storytelling festival of virtual and in-person experiences from May 10-13, 2021. In 2020, Story Crossroads had an all-virtual festival that had audiences from each of the six major continents. For 2021, the nonprofit moves forward and declares that every year from now on will be hybrid by using both the computer screen as well as venues such as the Murray City Park, Murray, Utah.

Back with its inaugural festival in 2016, the plan was always to livestream and broadcast. That timetable was rushed when faced with the pandemic. Ever since the 2020 virtual festival, Story Crossroads has been looked upon as a leader of storytelling from Singapore to Canada to here in the States. Meanwhile, the Academy is in the works of becoming more than “Storytelling Basics in 8 hours,” but as a possible continuing education for ASL interpreters. “We believe the art of storytelling needs to be available to learn for all ages, peoples, and languages. We started the Academy with two languages - English and ASL - and anticipate adding more languages...hopefully 100 at some point. We’ll take it one year at a time,” said Rachel Hedman, executive director. Already, youth and adults from India, the United Kingdom, Italy, and throughout the United States have signed up for the free course.

Besides teaching others the art, the purpose of the Academy is to allow people from Utah and beyond to be selected as community tellers to share the stage - virtually or in-person/proper-distanced - for the hybrid festival along with 15 story artists from Hungary, Alabama, Colorado, and Utah.

WHAT: Story Crossroads Academy & Story Crossroads Festival

WHEN: Academy - any time; Festival - May 10-13, 2021, see full schedule online

WHERE: Your computer and/or Murray City Park, 495 East 5300 South, Murray, UT

COST: Academy - “Storytellings Basics in 8 Hours” - Free; Festival - \$20 after May 1 as well as three free events

For more information, please visit: Academy - www.storycrossroads.org/freeworkshop; Festival - www.storycrossroads.org/festival

Story Crossroads Funding Thanks to our Academy & Festival Funders: National Endowment for the Arts; Utah Legislature/Utah Division of Arts & Museums; Western States Arts Federation; Utah Humanities; Zoo, Arts, and the Parks of Salt Lake County (ZAP); City of Murray-Cultural Arts; Salt Lake City Arts Council; and many businesses and individuals.