



**Tuesday, January 8<sup>th</sup>, 2019**  
**Entrada Institute Announcement**  
**Women's Redrock Music Festival to Spin-off, Rebrand and Seek A New Home**

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The Entrada Institute, Inc. announces that a joint decision has been made with the Women's Redrock Music Festival Planning Committee to redirect the focus of the Festival. Entrada congratulates the Festival for twelve successful seasons that have brought diverse communities together to experience the Colorado Plateau and this beautiful place we call home.

The Festival has been much beloved and has had a positive impact on the local economy. We express our gratitude to the founders, planning committee members, past audiences, performers, sponsors, participating businesses and volunteers. We have tremendously enjoyed hosting the festival and getting to know the attendees here in Torrey over the years. We know that many of the attendees plan vacations around the festival, and we hope our future programming will encourage participants to continue that tradition.

Entrada remains committed to its mission as an arts and educational center to promote public understanding and appreciation of the arts, the natural, historical and traditional cultural of the high desert plateau, and to foster community-based economic development in Wayne County, Utah and the surrounding region.

As we construct our new stage and cultural center, Entrada will promote "*placemaking*" through local arts council activities and destination events. The new amenities will allow us to create a space for larger gatherings in the coming years and we hope you will join us often.

Two years ago, the Festival torch was handed to a new generation of organizers. They have gained valuable experience as their audience shifted over time. Most recently they surveyed their peers about the Festival, discussed population needs and how that might shape their collective future efforts. In the final analysis, they determined the focus should be placed in a new direction and location.

We look forward to seeing what they will create and hope it fills as many hearts and inspires others as have past seasons here in Wayne County. We thank them for their long standing efforts and wish them the best as they develop their own specialized vision: "The Redrox Music Festival" whose new mission is to foster queer culture and arts through empowerment of independent women, gender diverse and marginalized genders."

If you have pre-purchased tickets for the 2019 festival, those purchases will be refunded through PayPal within the next few days. If you have input for the festival organizers, you can reach them via their existing Facebook page at ([www.facebook.com/womensredrockmusicfest](http://www.facebook.com/womensredrockmusicfest)) or website at [www.womensredrockmusicfest.com](http://www.womensredrockmusicfest.com).

On behalf of the Entrada Institute board, we wish the Festival organizers the greatest success. We will be reaching out shortly to all those we serve with a survey to seek input on our future programming. Please stay in touch with the Entrada Institute by liking us on Facebook ([www.facebook.com/entradainstitute/](http://www.facebook.com/entradainstitute/)) and subscribing to our [email newsletter](#).

Sincerely,

Board of Directors  
Entrada Institute, Inc.