



2016-17 **Mummers  
Festival**  
**FESTIVAL  
REPORT**



The background of the entire page is a photograph of several people dressed as mummies. They are wearing white face paint with exaggerated features like large, painted-on mouths and noses. They are also wearing various costumes, including a blue hat, a yellow hat with a red pom-pom, and a red and white striped shirt. The image is overlaid with a semi-transparent blue and purple gradient.

## About Us

# The Mummers Festival

is a participant-focused, community-based festival that encourages the celebration of mummering traditions. It is Canada's flagship Folklife Festival merging cultural research with program planning. Each year, the Mummers Festival hosts events over the first two weeks of December leading up to its crowning event, the Mummers Parade. Workshops, public forums with mummer experts, lectures and school programming act a educational and momentum-building events for the big Parade Day. Participants can build a jaw-snapping hobby horse or learn how to play their own homemade ugly stick. Audiences meet mummer experts (those long-term, experienced locals who have been mummering for decades) and receive first-hand knowledge about the many intricacies of this tradition.

***Where foolish is the new normal, underwear is outerwear, and a curtain is more than just a curtain.***

The Mummer Parade draws out families and friends of various backgrounds and ages who dress in mummer disguises and parade through the streets. For this one day, everyone is a mummer with the freedom to act out in fun and surprising ways. The Mummers Festival successfully taps into one of the most important elements of the mummering tradition: social bonding. Like many other Christmas traditions, mummering brings together families, friends and strangers alike to create a sense of community.

The Mummers Festival and Parade is the biggest celebration of this 300 year old tradition. It is the newly veiled face of mummering working to keep cultural identity alive and strong.

## Our Mandate

To produce festivals for the purpose of education, charity, cultural promotion, community engagement and advancement of the public's understanding and appreciation of Newfoundland and Labrador folk traditions related to mummering and Christmastime practices; and to assist in the transmission of these folk traditions through participation by the public and tradition-bearers in such festivals and related forums, lectures, workshops, performances and public events.

## Our Goal

The Mummers Festival aims to promote the continuance and evolution of traditional arts and performance by encouraging active participation in mummering activities. All events are designed to equip the public with skills and knowledge about mummering so that they can better participate in our Parade day events and, it is hoped, the house-visiting traditions that occur during the twelve days of Christmas.

## Our History

The Mummers Festival was initially a joint initiative with the Intangible Cultural Heritage division of the Heritage Foundation of Newfoundland and Labrador and Memorial University's Folklore Department. The initiative began in 2009 with the intention of passing along a well-researched model to a community group who would continue organizing the Mummers Festival. That year, the Festival included 16 free community events throughout the month of December. In 2010 a Mummers Festival community group was established and run entirely by volunteers. In 2011, the Mummers Festival incorporated as a nonprofit entity. The Festival is going into its 8th year.





## **Awards & Recognition**

**2015 EVENT OF THE YEAR  
(City of St. John's)**

**2012 COMMUNITY INVOLVEMENT AWARD  
(NL Historic Sites Association)**

**2011 CULTURAL TOURISM AWARD  
(Hospitality NL)**

**2011 Mummering was designated as a  
DISTINCTIVE CULTURAL TRADITION OR PRACTICE  
(Government of Newfoundland and Labrador)**

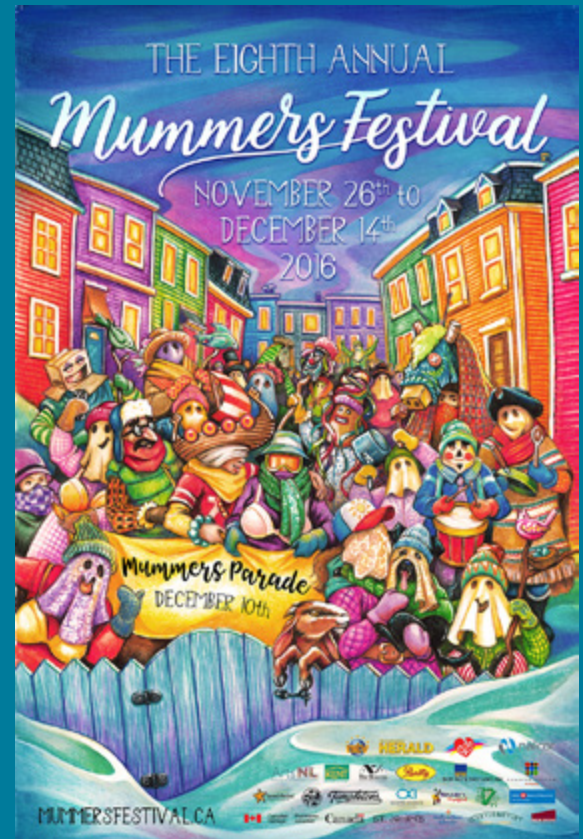


**The Mummers Festival** was guided by principles of cultural conservation and intangible cultural heritage and influenced by folklife festival models, known for their ethnographic approach to planning. The goal is to see traditions live. Each year, the Festival creates new opportunities to pass along traditional skills and knowledge. A folklife festival model attempts to achieve the goals of cultural understanding and cultural transmission as encouraged by UNESCO's policies on intangible cultural heritage. At the heart of the Mummers Festival is the aspiration to represent, celebrate, and inspire the transmission of collective cultural knowledge in a grassroots way.

Participants at the Mummers Festivals feel an incredible sense of pride as they breathe new life into a tradition that seems to be "dying out." Rather than lament the loss of tradition, the Mummers Festival is a call to action that functions as an incubator for artistic expression and cultural reproduction. While the context is new, it is hoped that the Festival ignites a renewed interest in its house-visiting origins. The Mummers Festival helps to keep mummering alive and contemporary and adds to the population's pride of place.

From an outside perspective, mummering may appear quaint, funny, or fascinating, but from an insider's point of view, mummering is a vital mode of expression. The Mummers Festival attempts to show the importance of mummering as a tool that expresses cultural identity, community values, and social cohesion. The Parade becomes a communal staging ground for the transmission and reinvention of traditions within a diverse urban setting and amongst experienced mummers and initiates alike.

## Conserving Culture



## Mummers Parades in Newfoundland

Green Island Cove  
Sandy Cove  
Savage Cove  
Flower's Cove  
Anchor Point



Since the advent of the Mummers Festival in 2009, 12 other communities in the province of Newfoundland & Labrador have started their own mummers parades or walks.

For a tradition that is supposedly "dying out", mummer-themed community events help reinvigorate mummering and ensure that youth are exposed to the finer details and actions of the tradition.

Our Festival inspires other communities to take ownership of their own traditions and make them relevant for the next generation.

We provide other communities with resources to guide them through the folklife festival process.

While the majority of our efforts are focused in St. John's and surrounding areas, our reach is Province-wide. We hope to extend our efforts even further over the coming years.





## What is Intangible Cultural Heritage?

Intangible Cultural Heritage (ICH) describes, among other things, our stories, holidays, community gatherings, culinary arts, rituals, songs and languages. We have long thought of heritage as tangible things (like our buildings, our furniture, our clothing) that have been handed down to us, and that we can preserve in our homes, museums and historic sites. However, many communities and peoples around the world recognize that this is only a part of what makes up their heritage, and that intangible ideas, customs and knowledge are equally important for cultural identity.

Generated in-and held collectively by-members of a community, such knowledge is dynamic. It is transmitted across generations and shaped anew as each generation innovates, experiments and adapts to changing social norms and values. Specific ICH processes and practices include oral traditions, customs, drama, languages, music, dance, celebrations, and special skills needed to create and use tools and crafts that emerge from the local habitat and economy. Mummering is a type of traditional drama and considered to be a form of intangible cultural heritage.





## What is a Folklife Festival?

Described as an exposition of intangible cultural heritage, a folklife festival is just one way to help encourage the celebration of traditions and recognize tradition-bearers. A folklife festival strives to provide the opportunity for people of varying backgrounds to come together and explore the many aspects of particular traditions. A folklife festival attempts to achieve the goals of cultural understanding and cultural transmission, as encouraged by UNESCO's policies on intangible cultural heritage (ICH).

Since 1967 the Smithsonian Institution's Center for Folklife and Cultural Heritage in Washington has been producing an annual folklife festival and has served as a model of a research-based exposition of intangible cultural heritage. They describe their folklife festival as "an exercise in cultural democracy, in which cultural practitioners speak for themselves, with each other, and to the public." The Mummers Festival is an attempt to model the Smithsonian's methodology and approach but with due attention to the differences in context.

At the heart of a folklife festival is the aspiration to represent collective cultural knowledge. This approach encourages the free and informed participation of community members and tradition-bearers who, it is hoped, will play a central role in the shape of a festival's development and overall outcome.

The folklife festival approach to issues of representation are based largely in theories of cultural conservation. This perspective views habitat and culture as an indivisible whole, acknowledging that traditions are intimately tied to the people who use them and the conditions for their use. This ecological approach places value on culture as pluralistic, dynamic, adaptable, and mobile. This perspective thus challenges who controls culture, questions for whom culture is mediated, and reflects an interest in how culture can be used to combat forms of essentialized identity.

A folklife festival aims to ensure traditions are renewed and kept alive. Preserving and safeguarding culture does not suggest the protection of traditions from outside forces, but rather, supports the conditions necessary for cultural reproduction. In line with cultural conservation, ICH policies encourage the sustainability of traditions by taking a natural heritage as living systems approach that seeks to sustain the whole system as a living, dynamic entity.





## Creating Community

**The Mummers Festival** acts as a deeply meaningful event that celebrates the spirit of coming together with friends, family and strangers alike. In an urban setting like St. John's with a diverse public, the Festival provides a welcoming introduction to local Christmastime customs for newcomers and visitors. Our free events make sure everyone can join in.

The Mummers Festival taps into the spirit of Christmas that people long for in the face of a highly commercial time of year and conjures a sense of unique place. It is a staging ground for the expression of Newfoundland pride. Our events produce unforgettable memories and induce some impressive natural highs.





## Promoting Volunteerism

Volunteers are the lifeblood of the Mummers Festival and we would never succeed without their support. Our volunteers range in age from high-school students to retirees. They collect materials for workshops, serve Purity syrup and cookies to hungry mummers, drive and host artists and performers. Volunteers work as workshop assistants helping the public and doing crowd-control. They are involved in poster, postcard, and public notice distribution. They act as stand-ins for media features and promotional endeavours. They help set up events, produce signage, and provide labour for event clean-up and break down. Volunteers act as Parade marshals and carry our Parade banner.

The Mummers Festival volunteer Board of Directors holds meetings before and after events to evaluate the success of its programming, the finances and Festival budget, and any feedback received from participants. The volunteer Board evaluates the work of its Coordinator and the public image of the organization including relationships with other partnering organizations and individuals.







## Celebrating Art

Mumming is an artful tradition. As a type of theatre, it involves both performance and craft. Mumming is the art of disguise, the art of costuming, and a form of traditional drama. It includes the art of mask-making; music, singing, storytelling and recitation; dance, jokes, pranks, and hobby horse puppetry as a craft and performance.

The Mummers' Play, with its stock characters, is also a part of the Newfoundland mummer tradition. It is a version of the Hero-combat Play (as it is called in England). At least three texts for the Mummers Play have been identified and performed in St. John's, Change Islands, and Salvage. The Mummers Festival has delivered programming to high-school aged students who took these original texts, reformulated them and then performed them for audiences.

The primary goal of the Mummers Festival is to promote the continuance and evolution of traditional arts and performance. Our hope is that informal, community-based folk drama and associated material arts will flourish both during the festival and afterward as a living, 300 year old house-visiting tradition in Newfoundland and Labrador.

**traditional drama, the art of disguise,  
mask-making, costuming, folk theatre,  
music, singing and recitation, jokes and pranks,  
instrument crafting, storytelling, dance,  
hobby horse puppetry and performance**



# mummersfestival.ca

## Hobby Horse & Christmas Bull Workshops

Victoria Park Poolhouse

November 26th 1:00-5:00pm

November 27th 1:00-5:00pm

## Exploring a Changing Tradition: Christmas Mumming in NL

The Rocket Room

November 29th 7:00-9:00pm

## Ribbon Rig Workshops

Victoria Park Poolhouse

December 1st 6:00-9:00pm

December 3rd 1:00-5:00pm

## Ugly Stick Workshops

(Presented by KENT)

Victoria Park Poolhouse

December 4th 1:00-5:00pm

December 5th 6:00-9:00pm

## "Plankin' 'Er Down": Dance & Mumming in NL

Benevolent Irish Society Hall

December 6th 7:00-8:30pm

## Mummers, Wrens & Hobbies: the Irish & NL Connection

Benevolent Irish Society Hall

December 7th 7:30-9:00pm

## Rig Up

(Presented by Nalcor)

Bishop Feild Elementary School

December 10th 1:00-2:00pm

## Pot 'n' Pan Kitchen Jam

Bishop Feild Elementary School

December 10th 1:00-2:00pm

## Mummers Parade

Bishop Feild Elementary School

December 10th 2:00-3:00pm

## Scuff 'n' Scoff

Bishop Feild Elementary School

December 10th 3:00-4:00pm

## Mummer Mayhem!

The Rooms

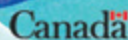
December 11th 1:00-4:00pm

## "King of All Birds": a public forum about NL Wren Traditions

The Rooms

December 14th 7:00-8:30pm

\*If weather is  
REALLY bad,  
Parade Day  
Events will be  
held on Sunday,  
Dec. 11th.  
Same time.  
Same place.





# Highlights from 2016

## Mini Mummers School Touring Program

This program is 7 years strong and aimed at elementary grade students. Run by expert mummer, Ally Kelly, students engage in an interactive demonstration of the many aspects of Newfoundland mummering. The 45 minute presentation involves question & answer, photo and video component, a hobby horse demonstration, an interactive disguise component with a teacher, and a mock-mummer guessing game with students. The Mini Mummers School tour reached 10 schools this year in the greater St. John's area. We have found over the years that it is also an excellent way to get the word out about events to different pockets of the surrounding area. Students who receive this program often come to our other events. We aim to increase our reach to 12 schools in 2017.



## Mummer Mayhem!

Hosted by The Rooms, this event is made for the youngest of mummers. Kids under five find this mummer craft workshop to be a fun and tactile experience. With the assistance of artist Jason Sellars, participants can make a mini-mummer Christmas tree ornament of their very own. And let's face it, mummers can be a bit frightening but the mini mummer craft helps ease those fears! Once completed, kids can take their mummer home with them or hang it on the mummer tree.



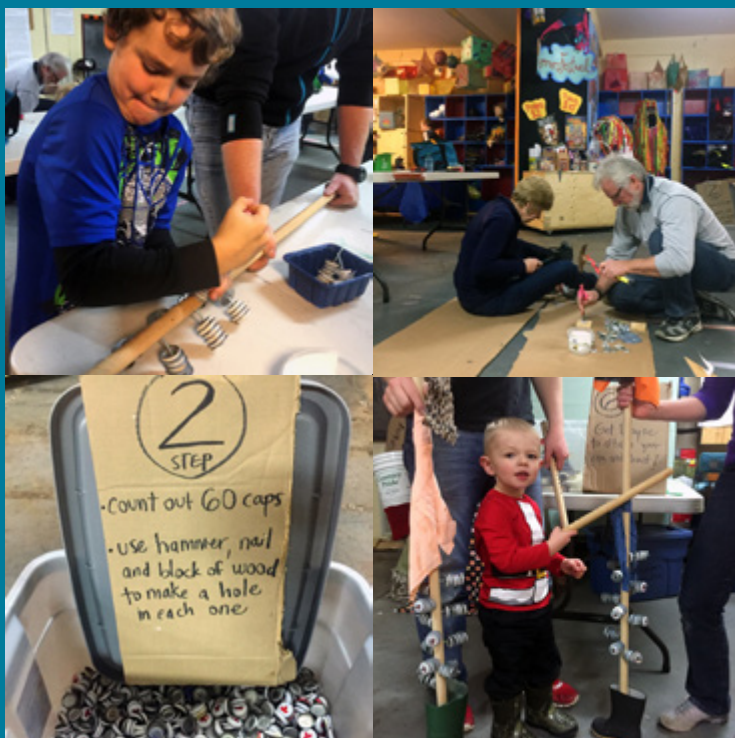




## Meet Wayne Cave

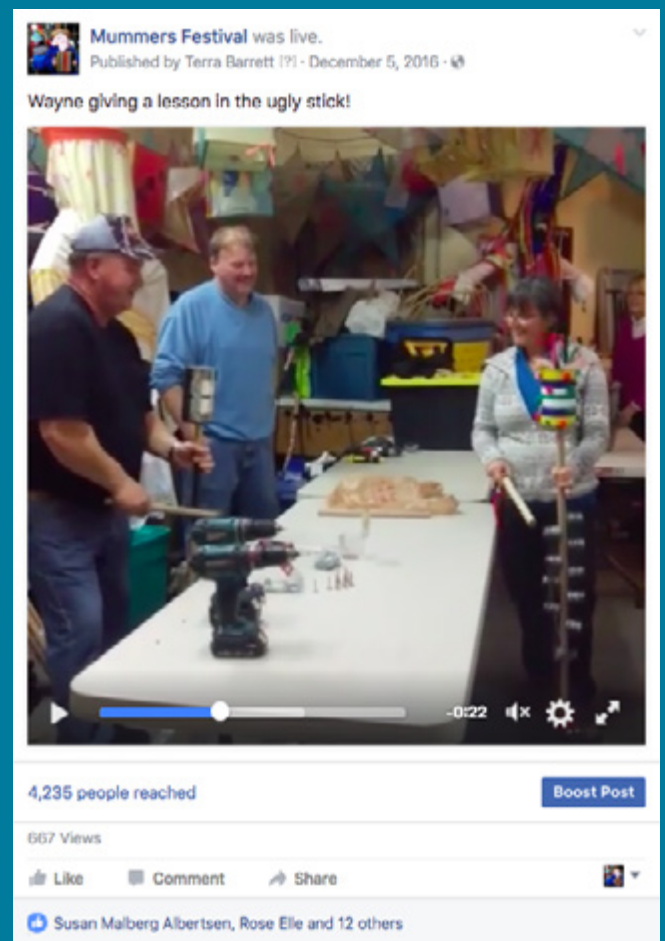
Wayne Cave has been making and playing ugly sticks for decades. We met him in 2011 in our search for an expert tradition-bearer to lead our workshops. Wayne designed this program and all the ugly sticks made are based on his specific design. Over 6 years we have helped over 500 participants make their very own ugly stick.

In the final stage, Wayne attaches a boot at the bottom of the stick and gives everyone a lesson on how to play the ugliest of percussion instruments. Since we met him, Wayne has done workshops for other communities and was featured in Downhome magazine for his skills.



## Ugly Stick Workshops

The ugly stick has played a role in Newfoundland party times throughout the years. It's about four feet long, on which bottle caps, tin cans, small bells and other noisemakers are attached. Add a boot at the bottom and you're good to go! It is played by thumping the stick, and striking its attachments with a "saw"--a notched stick that really gets those bottle-caps rattling! By far our most popular workshop, participants have transformed hundreds of boots and thousands of bottlecaps into some of the finest and ugliest of musical instruments. With a bit of practice and anyone can play an ugly stick--all in preparation to make mad mummer music at the Mummers Parade.



## Fun Facts!

- \* We wash about 2000 beer bottle caps for this workshop
- \* All these bottle caps come from one local bar
- \* Evergreen Recycling collects 120 tin cans for us
- \* We've pumped out over 500 ugly sticks in 6 years



## Plankin' 'Er Down: Dance and Mummering in NL

Stompin' and stampin' has a long history in NL. Whether it's the "Lancers", "Running the Goat" or an improvised step dance, people here have found many occasions to let loose--and that includes mummering. It was time we gave some attention to how mummers move.

In this two-part event, we learned about the history of dance in NL from dance scholar, Kristin Harris Walsh and then we hopped to our feet for a dance--we learned the basics to several traditional dances with dance caller Jane Rutherford and dance musicians Christina Smith on fiddle and Dave Panting on mandolin. We even did a live stream of the event on Facebook.

And all this was good preparation for the Mummers Parade where we had a good ol' scuff with live music by Russells in the Corner to finish off the day. We were there...being SQUARE...dancing that is!



## Mummers, Wrens & Hobbies: Irish Connections to NL Christmas Traditions

We were pleased to join forces with the Benevolent Irish Society this year to offer up a talk by folklorist and author Dale Jarvis, about NL and Ireland mummering connections. Every Christmas season in Newfoundland and Labrador sees the arrival of various strange characters, from colourful disguised mummers, to snock-jawed hobby horses, to St. Stephen's Day visitors clutching a bird on a stick. Same goes for Ireland, but in slightly different ways.

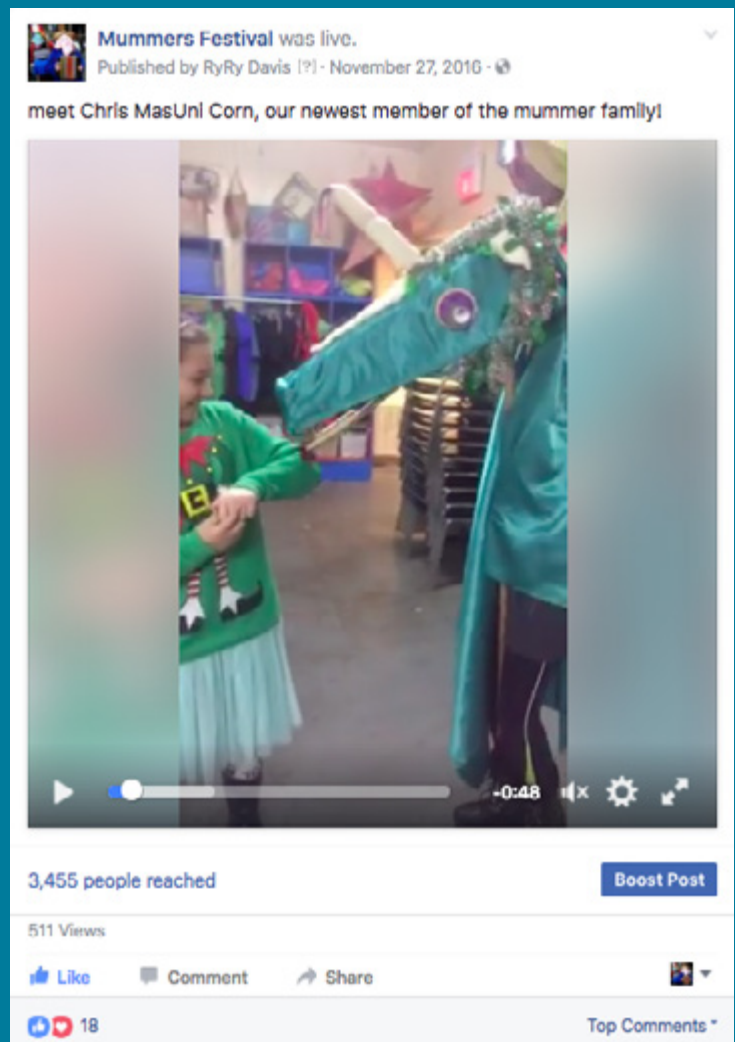
The evening made for a colourful exploration of some of Christmas's strangest traditions, uncovering the similarities between our celebrations and the old customs of Ireland. This event was also streamed live on Facebook for our neighbours across the pond to enjoy!





## Hobby Horse & Christmas Bull Workshops

A long-time program of the Mummers Festival, the Hobby Horse Workshop invited its creepy cousin, the Christmas Bull, into the stable. Hobby horses were originally made of horse skulls but research shows that they were also made from the skulls of moose, pigs, and cows. This year we hosted 2 workshops at the Victoria Park Poolhouse and one in the Town of Paradise. Largely a family affair, parents and children constructed these folk puppets and then brought them to the Mummers Parade.



## History of the Hobby Horse Workshops

The Mummers Festival has been running Hobby Horse Workshops since 2009. We turned to archival materials and conducted interviews to learn more about this tradition. Our template, designed by puppeteers Kathleen Parewick and Ryan Davis, is modelled after mid-1900s hobby horses located in the Memorial University Folklore Archives. These horses now turn up at the Mummers Parade and are used during the traditional Christmas-time, house-visiting tradition of mummering. The Festival has successfully repopulated the province with this nearly-extinct and most peculiar breed.



Posted by Mummers Festival  
679 Views



## King of All Birds: a public forum about NL Wren Traditions

With support from the Helen Creighton Folklore Foundation, we were pleased to invite Dennis Flynn and Bev Kane to discuss and demonstrate the nuances of the Wren tradition as done in the communities of Colliers and Renews. Hosted by Folklorist, Dale Jarvis, the night was full of storytelling, song, and full-on performance.

The wren is just one of several Christmastime house-visiting traditions that continues here today. Typically, children or adults will visit homes within their community carrying

around an effigy of a small bird—the wren. Upon visiting a home, they usually recite a poem declaring the wren the “King of All Birds” and may offer some kind of performance, be it song, joke, or recitation. Often the host will offer up food, drink, or money for the visit. Unlike other house-visiting traditions, there are no disguises involved.

In this public forum, we met some of the people who are keeping this tradition alive in Newfoundland & Labrador. We learned first-hand about the history of the wren tradition and how it’s happening today.

## Exploring a Changing Tradition: Christmas Mumming in NL

This year we teamed up with Memorial University’s Department of Folklore and a group of graduate students studying mummering. In short, mummering has changed over the years. The graduates gave 5 short presentations and a roundtable discussion, plotting the fascinating history of this evolving tradition and explored how changing social and cultural attitudes have influenced mumming to make it what it is today.

The 5 Presentations:

### Early Accounts of Mumming in Newfoundland

(Jeremy Moyle)

### Halpert and Story’s 1969 Book, Christmas Mumming in NL

(Kayla Carroll)

### Revivals of the Tradition

(Piper Jones)

### Commercialization/Selling of the Tradition

(Kate Harvey)

### 21st Century Re-Imagining

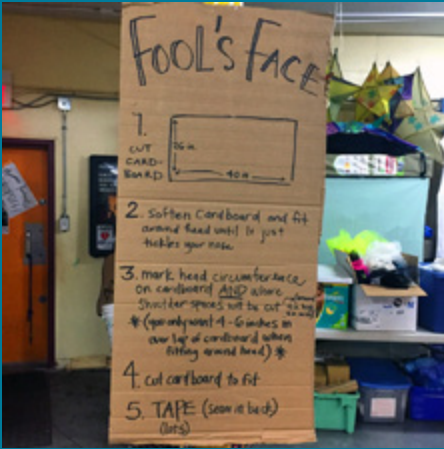
(Sholpan Duisengaliyeva)



The Roundtable Discussion:

Hosted by Folklore professor Paul Smith, and featuring Mummers Festival executive director Ryan Davis and artist Janet Peter, the discussion focused on modern-day interpretations of mummering and what that may indicate within the larger fabric of a local/global society.





## Pouch Cove's Ribbon Rig Workshops



Our search for information about the ribbon fool brought us to Pouch Cove and Flatrock back in 2016. Russell Langmead is one of only a few people who has living memories of the fool tradition. As far as we know, he is the only living person who has made and worn what is referred to as a “fool’s rig” (the costume of ribbons and accompanying “fool’s face” mask).

This is a prime example of heritage-at-risk: knowledge of our culture that is on the verge of disappearing. So in an effort to keep this tradition alive, we conducted videorecorded interviews with Russell, as well as Shirley Bragg and Christopher Kavanagh, to learn about the finer details of this tradition. These meetings spawned two small workshops with Russell who offered to show us, and a few other residents, how to make the fool’s rig. We videorecorded these workshops and learned the costume-making process. We had hoped this would encourage Harry to run some larger workshops for the Mummerys Festival. He was not able to do this however we were able to run it ourselves. The result was two public workshops and at least half a dozen fools costumes which were then worn in the Mummerys Parade.



All three informants described with great fondness the memories of fools running through their towns and the image of ribbons flying everywhere. It wasn’t until the costumes came to life that we also understood how magnificent crepe paper ribbons can be! We understand that traditions do fade away when they no longer have a use. What we are attempting is to create new reasons for traditions to continue. The Mummerys Parade has become a staging ground for these old traditions to be expressed.





# Mummers Parade Day



## Rig Up

Mummers get “rigged up” for the Mummers Parade. Deciding the best mummers disguise is an important part of the tradition. Participants mix and match a disguise from bins of clothing. They find the perfect tea cozy hat, fashion the perfect lace veil, stuff a size 42 bra, or turn their clothes inside out. With bins and bins of clothing to choose from the disguises are endless. Bishop Feild Elementary opened their gym doors for the province’s biggest Rig Up.



## Pot ‘n’ Pan Kitchen Jam

Learn the beats then hit the streets! Mummers brought pots, pans, ugly sticks or any other bang-able household objects to Bishop Feild School an hour before the Mummers Parade. Our band leaders Whitney Rowe and Keith Harding taught some simple rhythms to play during the Parade.



## Mummers Parade

Foolish is the new normal at the Mummers Parade: tea cozies look best on people’s heads and bras are best worn on the outside of your clothes. For this one day, everyone’s a mummer with the freedom to act out in fun and surprising ways.



## Scuff ‘n’ Scoff

The Mummers Parade ends with some serious hard-stepping! This post-Parade event features live music from Russells in the Corner, a family band from Bell Island. We also hosted traditional set dances lead by the Mistress of Misrule, Tony Kearley. Volunteers served Purity syrup, jam-jams, and other sweets. Our Mummeries Forever photobooth gets mummers to take their best pose.





## Old Christmas Day Volunteer Party!

January 6th is Old Christmas Day and officially the last day of mummering. This year we wanted to celebrate with our fellow volunteers, mummers, artists, and supporters. And whatta time we had! A big thanks goes out to Quidi Vidi Brewery for providing a great space and a generous beer tab!

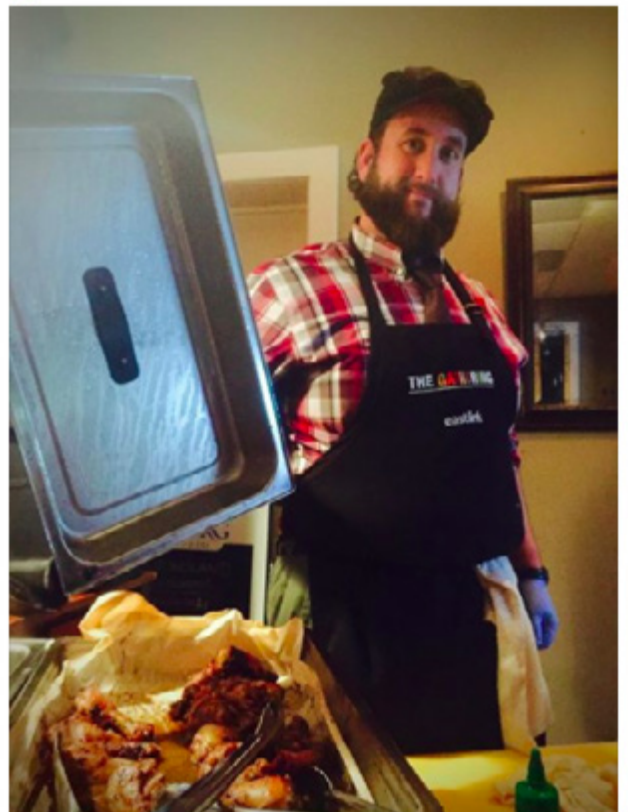
We were abruptly graced by the music and mischief of our local mummer band, The Mummers and the Paupers who played some great tunes and did some rude dances!

Q's BBQ served up some delicious jerk chicken, a fresh grilled cheese sandwich bar, and a hearty veggie chili. And we had enough Purity Jam Jams to make ourselves sick! What decadence!

Mummers the Word gave us some beautiful mummer ornament prizes for best mummer strut! All in all we had about 50 people come out to this fun-filled event.

**Mummers Festival with Stephen Quinton.**  
Published by RyRy Davis (?) · January 8 at 12:00pm · 🌐

Steve's no jerk but his chicken sure is! Thanks to Q's BBQ for the spread at our Mummers Festival Old Christmas Day Volunteer Party! #QsBBQ #jerks #grilledcheeseheaven



**Mummers Festival**  
Published by RyRy Davis (?) · January 8 at 12:10pm · 🌐

We were jammin' the jam jams and jammin' to jams at the Mummers Festival jamboree (aka our Old Xmas Day Volunteer Party) at Quidi Vidi Brewery. Thanks to Purity Factories Limited for getting us all jammed up!

1,721 people reached [Boost Post](#)

👍 Like    💬 Comment    ➦ Share

👤 Mummers Festival, Linda Rowe, Harvey King and 23 others    Chronological

**Anne Hayduk** I so wish I could be there for mummies festival....gotta win the lottery 😊  
Like · Reply · Message · January 8 at 12:40pm

**Diane Campbell Cindy Hillier**  
Like · Reply · Message · January 8 at 7:45pm

👤 1 Reply



**Mummers Festival**  
Published by RyRy Davis (?) · January 8 at 11:49am · 🌐

Havin' a time at Quidi Vidi Brewery for the Mummers Festival Old Christmas Day Volunteer Party! Big thanks to the Mummers and the Paupers for their music and mischief!

3,783 people reached [Boost Post](#)

👍 Like    💬 Comment    ➦ Share

👤 Amy Evans, Linda Rowe and 83 others

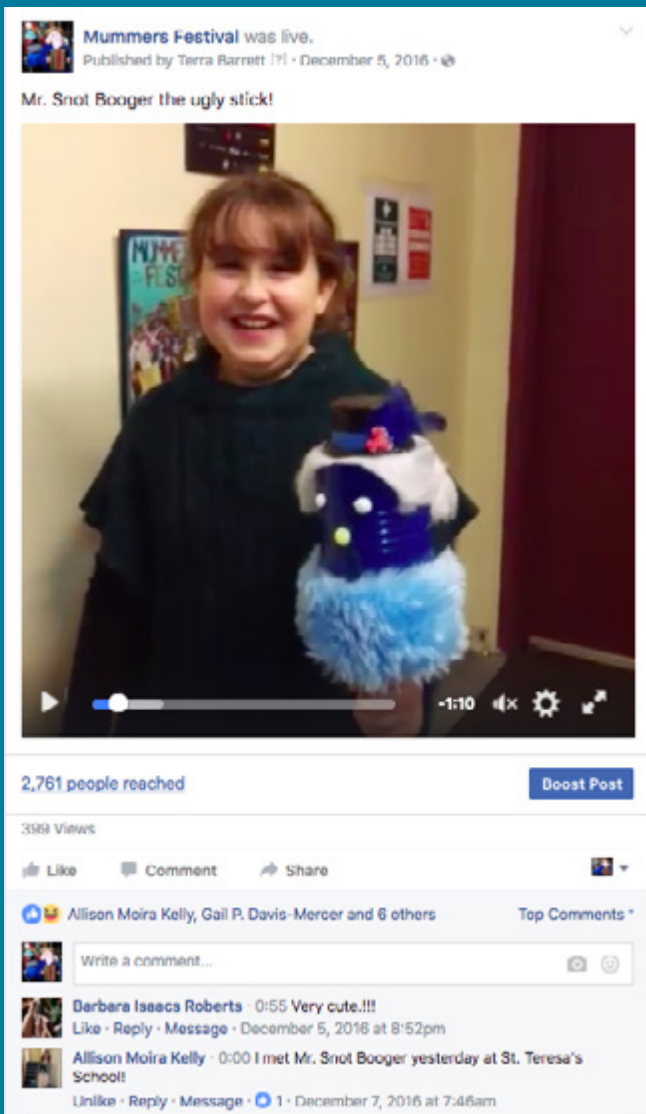
15 shares



# Volunteer Spotlight



We cannot stress enough how reliant the Mummers Festival is on volunteers. And how grateful we are for the help of people who take time out of their busy lives to do a whole lot of grunt work. Many volunteer jobs are quite fun but there are many not-so-glamours tasks too. We enlist about 50 volunteers a year ranging in age from 11 to 70+. Many volunteers have been with us for years now.



At age 11, Claire (pictured left) is our youngest volunteer. Her mom, Erica (pictured above) started volunteering with the Mummers Festival in 2014 and now Claire comes along to help out too. This year Claire helped with workshop preparation, she assisted others at workshops, and she helped us set up our Rig Up event. She also came to our Ugly Stick Workshop this year and made her first ever ugly stick, named Mr. Snot Booger who made a great racket at the Mummers Parade.



*The Mummers Festival could not exist without the generous support of a proud, local community. A big thanks goes out to supporters who unite with us to help keep our time-honoured and colourful traditions alive!*

## 2017 Sponsors & Supporters



+Royal Newfoundland Constabulary, St. John Ambulance, Bishop Feild Elementary School, Evergreen Recycling, Salvation Army, GJ Shortall Ltd, Living Planet, Q's BBQ, Helen Creighton Folklore Society, Holy Heart of Mary, 5 Brothers Cheeses

## Sponsors Spotlight



For 5 years, Nalcor Energy has been supporting the Mummers Festival. This year, they increased their support to become a Platinum Pillowcase Sponsor and presenter of our Rig Up Event. This long-time partnership has been so important to the vitality of our community based programming. With their support we can continue to offer events at no cost, removing monetary barriers and including more and more people. THANK YOU NALCOR!

**Rig Up** 1:00 to 2:00pm | December 10  
Bishop Feild Elementary

Choosing the best mummers disguise is an important part of the tradition. Mix and match a disguise from bins of clothing then join the Mummers Parade.

**rig v also ~out, ~up.** To disguise one's body and face to take the part of a Christmas mummer; JANNY v: janny up.

T 45-64 If a feller rigged out as a girl he'd get girl's clothes an' put on, an' put a veil over your face then, that they wouldn't know you.

Dictionary of Newfoundland English

presented by nalcOR energy







**Mummers Festival**  
Published by Ryfry Davis [?] · November 18, 2016 · 🌐

Let's Build Ugly Sticks! A big thanks to Kent Building Supplies for offering up materials for our Ugly Stick Workshops this year! Whatta bunch of sweethearts! #mummersfestival #KentBuildingSupplies #uglystick #uglystickrevolution

2,193 people reached Boost Post

👍 Like    💬 Comment    ➦ Share

👤 Wanda Williams, Joanne Payton-Clancey and 30 others

13 shares

👤 Write a comment...

The people at KENT Building Supplies are a bunch of sweethearts! One of our newest sponsors, KENT supplied us with many of the materials needed for our events and was the official presenter of our Ugly Stick Workshops. Not only that, but they volunteered with us. Check out Colleen and Roseanne (pictured above), two KENT employees, showing these kids how to make an ugly stick. They are, hands down, some of the friendliest folks around town. We can't express enough how much their investment and genuine interest in the Mummers Festival helped make for another great year. THANK YOU KENT!







For 5 years, NTV, OzFM and The Herald have been the official media sponsors of the Mummers Festival. To be successful, we need a crowd and these folks do an amazing job at helping to spread the word! They provide us with television and radio advertising not to mention the endless endorsements they make during their programming. A special thanks goes out to NTV's Sharon Snow who featured us on "Places to Go" and who posed for us in this special social media mummer guessing game! Whatta sport!

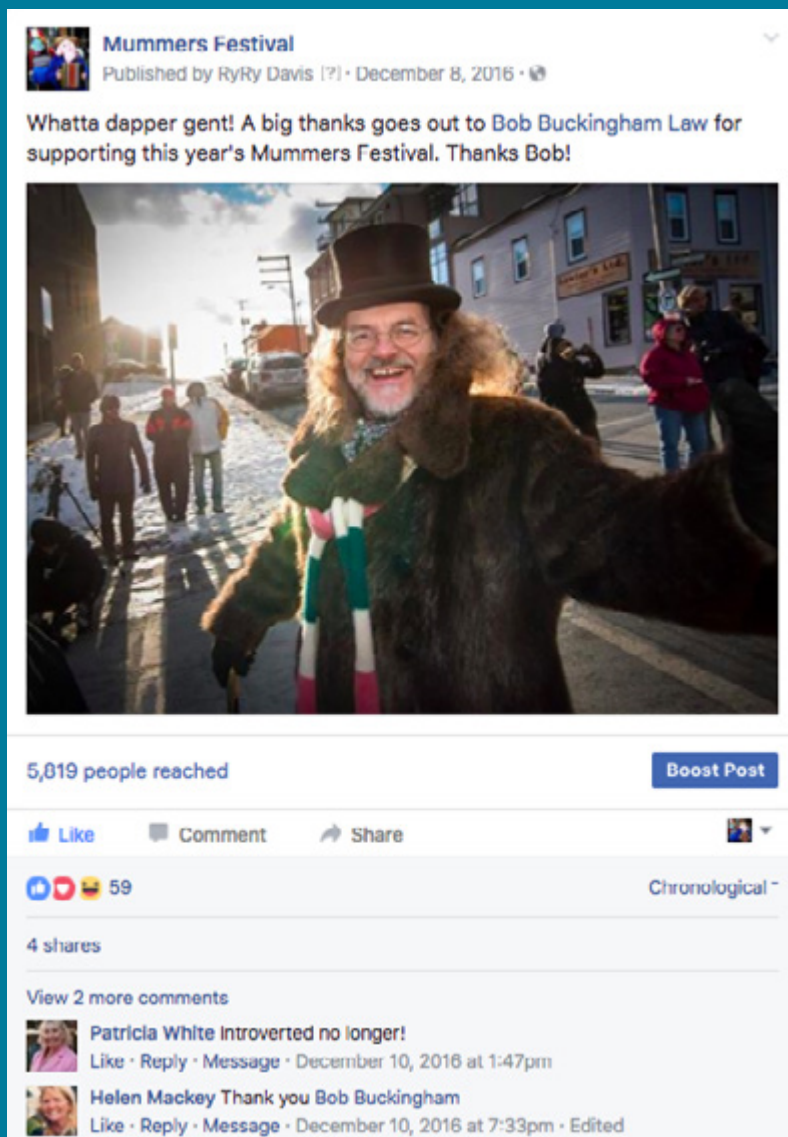


For 8 years the Royal Newfoundland Constabulary has been keeping our parading mummers safe and happy. They donate their traffic control services with 4 cars and a team of officers who direct and divert traffic. They even bring out the horses from time to time.





For 6 years, the Salvation Army has been providing us with a literal mountain of clothing for our Rig Up Event. The staff will sort through all their materials to find the best bras, lace veils, and oversized dresses among other quality mummer gear. We owe them gratitude for this generous contribution.



Bob Buckingham Law rocks! And Bob is da man! Just look at this guy! For 3 years he has been a supporter and a participant! Thank you for investing in us!



Common Ground is a magical place! It's a coworking environment and the Mummers Festival's yearly headquarters. And with beer on tap you can understand why we like it so much. Thanks for hosting us CG!




# Media Coverage

Mummers made quite the racket this year and the media noticed. We were featured in international, national, and local publications.

**CNN**  
**The Guardian**  
**Atlas Obscura**  
**Hakai Magazine**  
**Philadelphia Inquirer**  
**Courrier International**  
**Newfoundland Telegram**  
**Radio Canada**  
**CBC**  
**NTV**  
**VOCM**

**Mummers Festival**  
 Published by RyRy Davis [?] · December 16, 2016 · 🌐

Mummers must be makin' some racket for CNN to hear about us.



**'Mummers' making a comeback**  
 Every December in St. John's, Newfoundland, people parade the streets wearing creepy masks, fake horse heads and their underwear on the outside.  
 CNN.COM | BY HARMEET KAUR, CNN

20,146 people reached **Boost Post**

👍 Like    💬 Comment    ➦ Share

👍 🧐 🙄 Penny Grimm Hansen, Jim McEwen and 186 others

**Mummers Festival**  
 Published by RyRy Davis [?] · December 21, 2016 · 🌐

"The custom of 'mumming'...has sprung back to life in Newfoundland. It even has its own festival."



**the guardian**

**The winter tradition of 'mumming', Newfoundland, Canada – in pictures**  
 The custom of 'mumming' – in which groups of friends go from house to house, disguising their faces and playing the fool – has sprung back to life in...  
 THEGUARDIAN.COM | BY ELLIE VIOLET BRAMLEY

6,902 people reached **Boost Post**

👍 Like    💬 Comment    ➦ Share

👍 🧐 🙄 69    Chronological ▾

36 shares

**Mummers Festival**  
 Published by RyRy Davis [?] · December 6, 2016 · 🌐

Return of the Mummers - an eccentric tradition that's part Christmas, part Halloween...



**Hakai magazine**

**Return of the Mummers | Hakai Magazine**  
 The people of Newfoundland and Labrador revive an eccentric tradition that's part Christmas, part Halloween, to celebrate the holidays.  
 HAKAIMAGAZINE.COM

2,511 people reached **Boost Post**

👍 Like    💬 Comment    ➦ Share

👍 🧐 🙄 Tanya Frye, Laurie Matt and 25 others

16 shares

👤 Write a comment...





## Mummers Festival

Published by RyRy Davis [?] · December 13, 2016 ·

"One day each year, in St. John's, Newfoundland, the streets are filled with misshapen, masked figures." Click below for more.



### The Long-Banned Tradition of Mumming in Newfoundland is Making a Comeback

Resurrecting a centuries-old Christmas ritual with creepy masks, horse heads, and bras worn on the outside.

ATLASOBSCURA.COM

5,903 people reached

Like Comment Share

Britney Stevens, Jess Penton and 72 others

31 shares



## Mummers Festival

Published by RyRy Davis [?] · January 3 at 3:17pm ·

First it was CNN...then the Guardian. Now Paris is reporting colourful tradition. You mummers must be makin' some real kind of attention! Ooohh la la!



### Folklore. L'étrange carnaval des "mummers" de Terre-Neuve

Chaque mois de décembre, de joyeux drilles envahissent les rues de Terre-Neuve dans les tenues les plus saugrenues. Ils perpétuent l'une des traditions les plus...

COURRIERINTERNATIONAL.COM

11,951 people reached

Like Comment Share

Sharon Samland, Tina Coleman and 182 others

62 shares



Billy Whittaker Love it! Most of our Mummers have vanished in the north of England; keep it up!

Like · Reply · Message · 2 · January 3 at 3:58pm

1 Reply



## Mummers Festival

Published by RyRy Davis [?] · December 16, 2016 ·

Philadelphia vs. NL Mummers!



### How Mummers do it in Canada

Yo, Philly Mummers: You've got competition. In Newfoundland, Canada, of all places.

PHILLY.COM

3,996 people reached

Boost Post



## Mummers Festival shared a link.

Published by RyRy Davis [?] · December 11, 2016 ·



### Mummers parade through Georgestown

Folks dressed as mummers were allowed in Georgestown on Saturday afternoon as the 2016 version of the Mummers Parade was held.

THE TELEGRAM.COM

1,189 people reached

Like Comment Share

Coleen Jones, Renee Morgan and 8 others

Mummers Festival is NTV fa Thanks for spreading the go



### Annual parade keeps

Eastern Newfoundland News NTV News · December 11, 2016 this weekend with the Mumma NTVCA | BY NTV NEWS

1,466 people reached

Like Comment

Cindy Anz, Susan Raupuk

Write a comment...



## Mummers Festival shared a link.

Published by RyRy Davis [?] · December 11, 2016 ·



### Mummers gone wild! Creative disguises abound at parade in St. John's

I day in St. John's was a fine match for the eccentric crowd of people and their best disguises to trek across St. John's for the annual...

Boost Post

Chronological

4,310 people reached

Like Comment Share

Sue Stanley, Karin Holland and 70 others

19 shares



### VOCM - Mummers Parade Sweeps Downtown St. John's

Everyone from toddlers to elders dressed in the old Newfoundland and Labrador tradition marching and singing from Bishop Feild Elementary through Georgestown and around Bannerman Park.

VOCM.COM

2,395 people reached

Like Comment Share

Cindy Anz, Michelle Chafe-Elliott and 38 others

20 shares



## Select Responses



**Deborah Jackman** · Mummers Parade

October 30, 2016 · 🌐

I LUVS the mummers Parade!!! i missed it last year! Not this year! No Way!!



**Heather French** It will be wild!

Unlike · Reply · Message · 🌟 1 · December 4, 2016 at 1:17pm



**Beverley Leloche-Skanes** · 5:52 This is my favourite event during the Christmas season. What a time!

Like · Reply · Message · December 11, 2016 at 1:49am



**Paul G. Kelly** Can't wait it's always a blast, it seems to get bigger and better each year.

Unlike · Reply · Message · 🌟 1 · December 8, 2016 at 9:59pm



**Benneth Latham** My friend Ethel and I had the best time ever!! People get out and join the fun!! It is awesome!!

Like · Reply · Message · December 6, 2016 at 7:20am



**Barbara Isaacs Roberts** · 1:54 Busy little beavers....what a great experience for the children in particular

Like · Reply · Message · December 5, 2016 at 6:32pm



**Kyle John Whyte** · 9:53 The true meaning of Christmas!

Like · Reply · Message · 🌟 1 · December 10, 2016 at 2:25pm



**Joy Walsh** Hugly sticks and jam jams .what else could you want.?

Unlike · Reply · Message · 🌟 1 · November 22, 2016 at 6:15pm



**Simone Gibbons** Another reason why I'm so proud to be a Newfie . This is awesome 🤔👍👍👍

Unlike · Reply · Message · 🌟 2 · November 23, 2016 at 11:27pm



**Barbara Foster** Love it!! Nice to see the old tradition being kept alive.

Like · Reply · Message · 🌟 1 · December 11, 2016 at 6:50pm



**Neta Kelloway** Great pictures; great time. It did the heart good to see all the people put in the streets smiling from ear to ear, especially the elderly.

Like · Reply · Message · December 12, 2016 at 11:17pm



**Michelle Penney-Rowe** · 3:07 Awesomeness. What great crowd!! My boy is mummering there somewhere with the @AtlanticBoychoir. I'm working today so THANK YOU for live video!

Like · Reply · Message · 🌟 2 · December 10, 2016 at 2:50pm



**Wanda Lundrigan** · 0:00 Was great, I took dad to the parade

Like · Reply · Message · 🌟 2 · December 10, 2016 at 7:06pm



## Who Are We?



*L to R: Stephen Quinton, Beth Saunders, Ryan Davis, Maria Lear, Kathleen Parewick, Lynn McShane, Jenny Quilliam.  
Not pictured: Andrea O'Brien, Daniel Osmond*

### Ryan Davis, Executive Director

Ryan grew up in St. John's. He earned a BA in Communication Studies and an MA in Folklore. For several years Ryan traveled to cultural festivals worldwide as a participant, photographer, and observer. He loves the spontaneity and openness that festivals and parades can foster and that includes the Mummers Parade. Ryan likes wearing oversized bras and boxes on his head and so naturally, he has a fondness for mummering. He has been coordinating the Mummers Festival since its beginning and for the past eight years.

### Stephen Quinton, President

Steve is born and raised in St. John's. He studied commerce and economics at Memorial University graduating with a Bachelor of Commerce (co-op) degree. In 2008 he left the corporate world to enter a more community-minded area, first joining Municipalities Newfoundland and Labrador (MNL) and then the Fish Food Allied Workers Union (FFAW-Unifor). Steve has volunteered with a number of community groups in various capacity as labourer, fundraiser, advisory committees and board of directors (the most rewarding being the Mummers Festival). As President, he hopes to help cultivate an age old tradition with young people and grow our understanding of the mummering tradition. Secretly Steve joined the Mummers organization because they let him wear a tea-cozy on his head during meetings.



## Andrea O'Brien, Vice President

Andrea O'Brien has extensive academic and professional experience in the province's heritage sector. She is a graduate of Memorial University - where she completed a B.A. focusing on folklore, history, Newfoundland Studies and English, a Bachelor of Education and a M.A. in folklore. As a student she worked for many years at the Colony of Avalon in Ferryland and later served on its Board. She has been employed with the Heritage Foundation of Newfoundland and Labrador since 2004 and is presently their Municipal Outreach Officer - along with managing their Fisheries Heritage Preservation Program and Heritage Places Poster Contest. Andrea has been a member of the Mummers Festival board since its inception. Being a Southern Shore gal, she's done her share of mummering too.

## Jenny Quilliam, Treasurer

Jenny earned her CPA through CMA Canada and has an MBA from Memorial University. She also has a BA in History and one of her favourite things about the Festival is how it functions as both a living history and an evolving tradition. 2016 is Jenny's first year on the Board and she's looking forward to being on the front line of the organized foolishness that is the Mummers Festival.

## Maria Lear, Secretary

Maria joined the Mummers Festival in 2013 and absolutely loves giving her time to such a vibrant, energetic & genuine group! Having gazed in awe watching the grown-ups of her childhood family Christmas parties dancing around in long underwear, Nan's dresses & banging ugly sticks while wearing dishtowels on their faces--she could not wait to get old enough to join in the fun! For her, the annual community event of the Mummers Parade is a fantastic, free, family & friend super fun-day that fills participants, spectators and all the awesome volunteers with joyous feeling--one that truly captures the heart of the season! She feels very privileged to have a small role in helping bring this fun to her community & wishes everyone could experience the exuberance of the Mummers Festival! Maria has volunteered with community and municipal organizations & has been an active member on several boards. Maria is the Archaeological Curator at MUN (Archaeology Dept) and has many years experience working in the Irish commercial archaeology sector.

## Lynn McShane, Director

Lynn has a background in English and Business Administration from Memorial University of Newfoundland as well as a Non-Profit Management Post-Graduate Diploma from Grant MacEwan University in Edmonton. A non-profit professional with over 20 years' experience in the arts and culture, health care and education sectors, Lynn's past roles include Manager of Grants & Scholarships with Education Matters (Calgary, AB); Manager of Volunteer Resources at the Glenbow Museum (Calgary, AB); and Development Associate with the Calgary Health Trust. Lynn thrives on engaging people and communities, and grew up mummering with her huge family in Renews on the Southern Shore. She is delighted to serve on the Board of Directors with the Mummers Festival!

## Kathleen Parewick, Director

Kathleen has been a long-standing board member and the primary volunteer festival coordinator for the St. John's Lantern Festival for 10 years. She has volunteered with the Mummers Festival since its inception, taking a lead role in the development and execution of the Hobby Horse Workshops.

## Daniel Osmond, Director

Daniel has been working in event planning since 2001. He is the owner of DGO Consulting Inc, George Street Spirit Tours and co-owner of DOSOK Management Inc. His event history ranges from theater, sporting events, concerts, festivals, tradeshow, and conferences.

## Beth Saunders, Director

Beth Saunders has a Bachelor of Commerce with a concentration in Marketing from Memorial University and worked as the Digital Marketing Specialist with Reflective Marketing, a Digital Marketing Agency based in St. John's. She's passionate about social media marketing and volunteering, having held several volunteer positions with organizations like TEDxStJohns, TEDxYouth@StJohns, Ladies Learning Code, and AIESEC Memorial. She also lead the TEDxStJohns social media team in 2013, where the event hashtag was a top trend on Twitter across all of Canada. Beth wants to keep the tradition of mummering alive and well in Newfoundland and Labrador and believes social media is the perfect avenue to do so, having the ability to spark conversations and connect with the community both near and far.





**Mummers Festival  
PO Box 601, Stn. C  
St. John's, Newfoundland  
A1C 5K8**

**[mummersfestival.ca](http://mummersfestival.ca)**