THE FOLKLORE MAGIC OF MEZDRA

International folklore festival

EUROPE, BULGARIA, MEZDRA CITY

The festival is organized by the Folklore Ensemble “Mezdra”, "Prosveta 1925 - Mezdra" Cultural Center. Supported by the Municipality of Mezdra









The festival location

Country:

BULGARIA

One of the oldest countries in Europe, founded in 681 AD.

Location: Southeastern Europe, at the crossroads between Europe and Asia.

Population: approximately 6.4 million people.

Capital: Sofia – one of the oldest continuously inhabited cities in Europe.



The festival location

BULGARIA

Bulgaria is in Southeastern Europe, at the strategic crossroads between Europe and Asia, between the Black Sea, the Danube River, and the Balkan Mountains. This position has made the land a natural bridge between civilizations, cultures, and peoples since ancient times.

These lands were once inhabited by the Thracians, who left behind remarkable golden treasures and a spiritual culture rooted in music, rhythm, and the sun. In 681 AD, the Bulgarian state was founded - one of the oldest countries in Europe, preserving its name and identity for over 1,300 years. During the Middle Ages, Bulgaria emerged as a powerful political and cultural center and gave the world the Cyrillic alphabet, a lasting contribution of European and global significance.



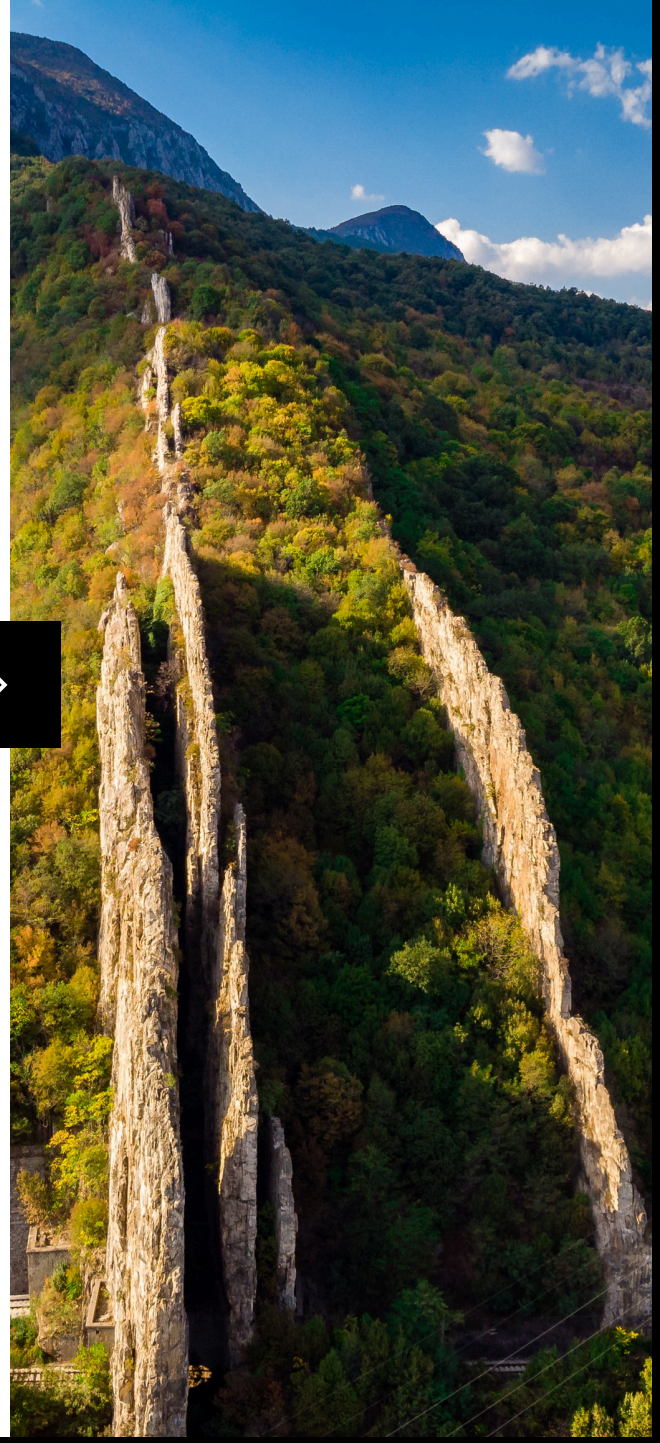
Bulgaria's nature is exceptionally rich and diverse. High mountains, fertile plains, deep valleys, rivers, mineral springs, and a sea coast coexist within a relatively small territory. Ranges such as the Balkan Mountains, Rila, Pirin, and the Rhodopes shape the traditional way of life and are deeply reflected in folk songs, dances, and rituals.

Through the centuries, the Bulgarian people have preserved their spirit through song, dance, and tradition - a living memory of history and harmony with nature.

watch Bulgaria video







Mezdra city

The festival location

Mezdra is one of the oldest continuously inhabited settlements in Northwestern Bulgaria - a crossroads of civilizations with traces of human life dating back to the 4th millennium BC, where Thracian, Roman, and medieval cultures meet. The town lies in the picturesque valley of the Iskar River, at the natural transition between the Danubian Plain and the Fore-Balkan, linking Northern and Southern Bulgaria since ancient times.

Its history begins on the hill of Kaleto, where a fortified settlement existed from prehistoric times and later developed into a key Roman stronghold guarding the main route between Moesia and Thrace through the Iskar Gorge. The region later became an important spiritual center, symbolized by the Cherepish Monastery, founded in the 14th century.

Today, surrounded by the dramatic landscapes of the Iskar Gorge and the iconic rock formations of The Ritlite, Mezdra is a town where ancient heritage, rich culture, and living traditions come together.

watch Mezdra city video



The Folklore Magic of Mezdra

International folklore festival

The “Folklore Magic of Mezdra” Festival has been held annually since 2021 and is the largest international cultural event in the Municipality of Mezdra. The festival is a vivid proof that folklore transcends borders, distances, and language barriers, uniting diverse national cultures and traditions from around the world.

Since its inception, the festival has welcomed participants from five continents and 29 countries, becoming a true stage of cultural diversity and the global spirit of folklore:

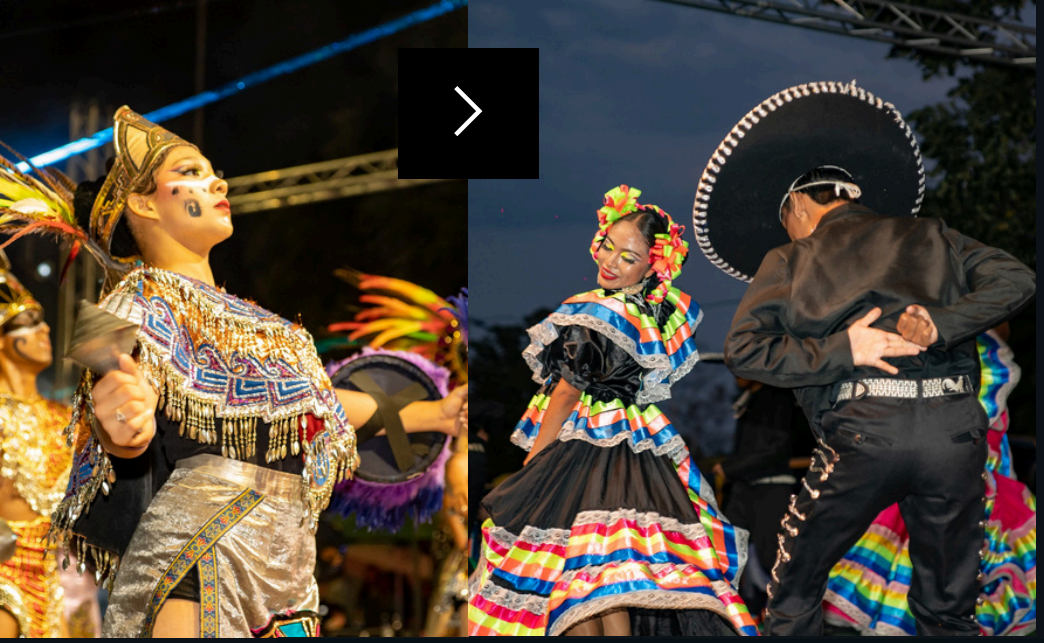
- **Europe** (Hungary, Ukraine, Portugal, Romania, Serbia, Albania, Greece, Italy, Latvia, Cyprus – northern part);
- **Asia** (Philippines, Thailand, Georgia, India, Iran, Armenia, China, Indonesia, Malaysia, Kazakhstan, Turkey, Uzbekistan);
- **North America** (Mexico, Colorado – USA, Guam – USA, Pacific Ocean);
- **South America** (Uruguay, Argentina, Brazil, Bolivia, Paraguay);
- **Africa** (Morocco).

Art Director:

Miroslav Asparuhov, Chairman of the "Prosveta 1925 - Mezdra" Cultural Center and Chief Artistic Director and Choreographer of Folklore Ensemble "Mezdra"



official festival page



19-23 JULY 2026

The performances during the festival are:

- Opening ceremony - official meeting and exchange of presents with the Mayor of Mezdra municipality
- Performances on open air stages in surrounding villages – total 3 concerts
- Street parade in the center of Mezdra city and GALA concert.

The festival organization will provide:

- Free hotel accommodation for 4 nights
- 3 meals daily, first meal – lunch on July 19, last meal breakfast on July 23, 2026
- Free bus transfers from/to Sofia and during the festival regarding the festival program
- Medical assistance for first aid in case of emergency and accidents.



watch video

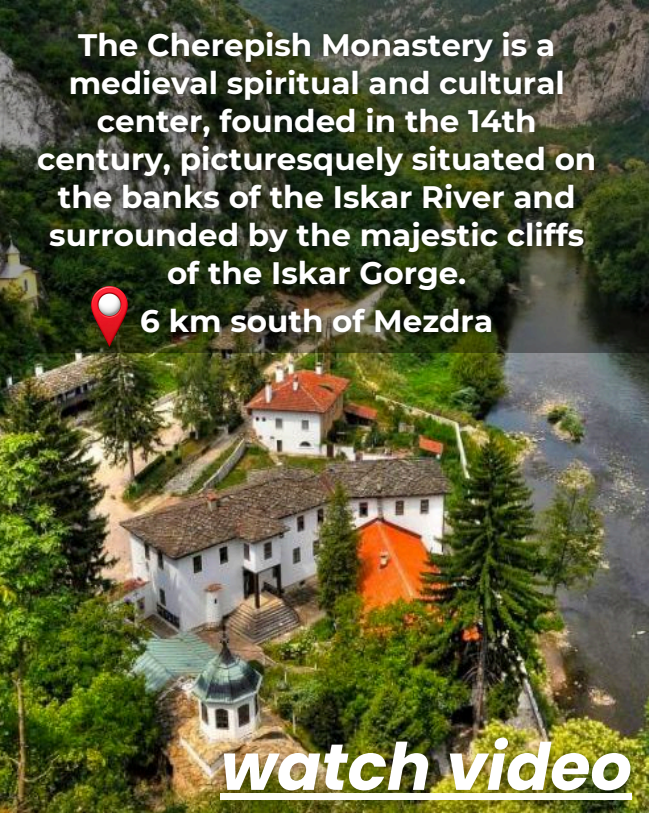
Accommodation

- Hotels ***/ ****

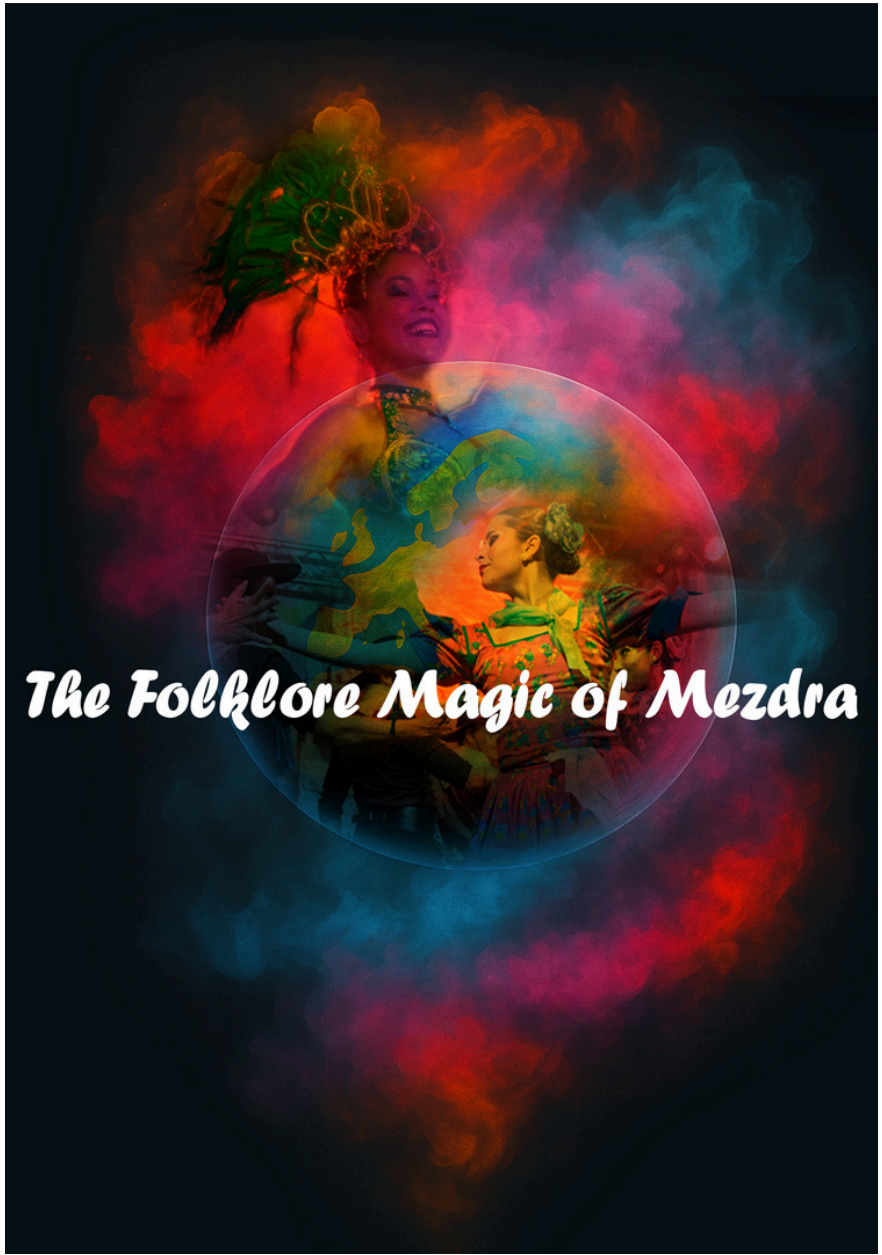
Main group requirements:

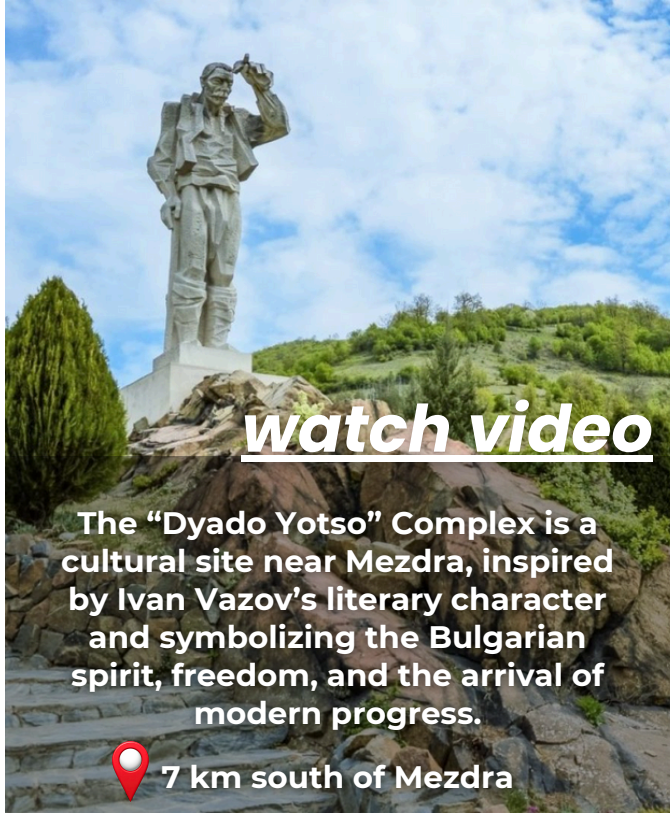
- Maximum 25 people
- Dance in traditional costumes
- High quality music records are required (if applicable)
- Strictly observe the Festival program
- Provide the national flag of their country

Nearby attractions













Established in 1947, Folklore Ensemble Mezdra is renowned for its exceptional variety of dances, encompassing all the folklore regions of Bulgaria. The ensemble's chief artistic director and choreographer is Miroslav Asparuhov.

Currently, the ensemble consists of students, university graduates, and professionals from various fields. Its membership exceeds 200 dancers, divided into six age groups and one representative dance ensemble, which features the finest dancers who have graduated from the ensemble's school.

Decades of dedicated effort, immense passion for Bulgarian folk dance, and accumulated experience have borne remarkable fruit. Through its participation in national and international festivals, the Mezdra Ensemble has become a proud ambassador of Bulgarian culture, glorifying the name of its hometown, Mezdra.

FOLKLORE ENSEMBLE MEZDRA

The organizer and host of the festival is Folklore Ensemble “Mezdra”

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