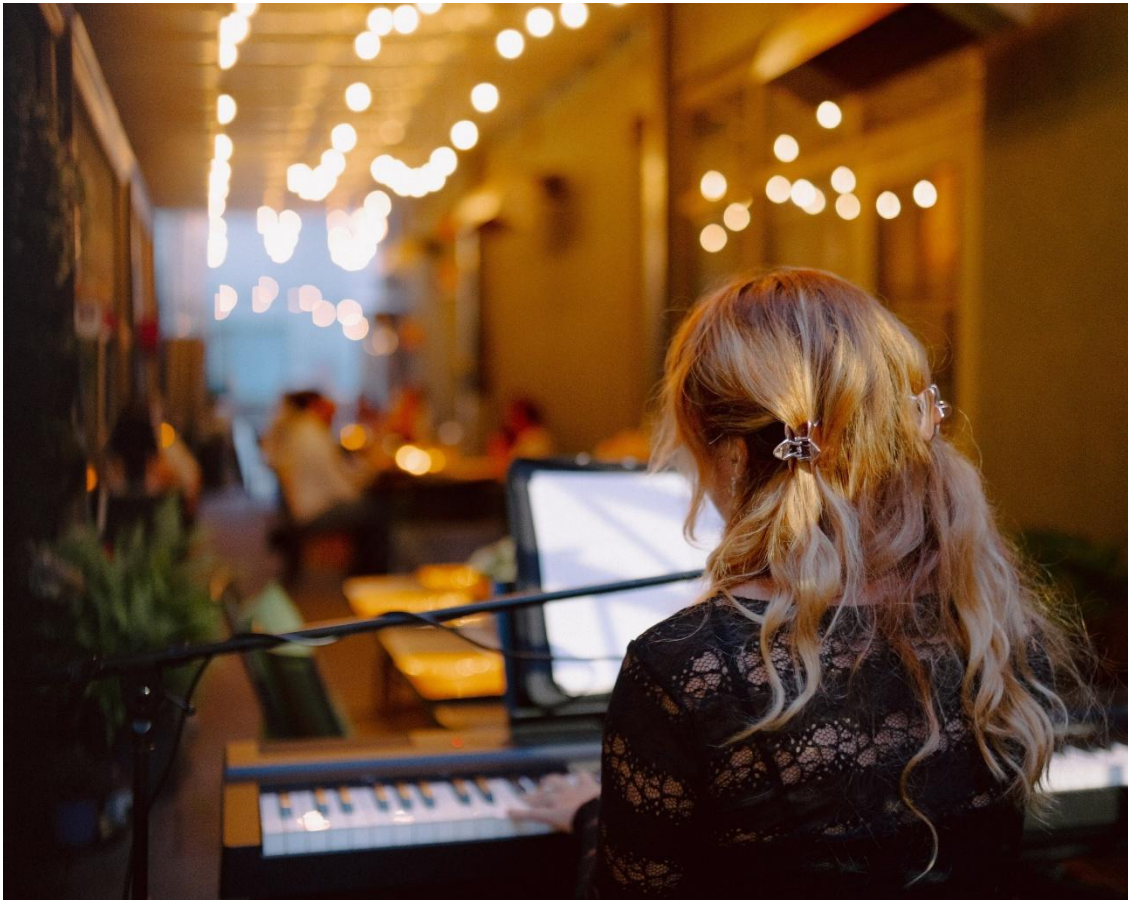




**DESTINATION STRATFORD OPENS APPLICATIONS FOR 2026/27
WINTER MUSIC POP-UP PROGRAM**



For Immediate Release: September 11, 2026

Destination Stratford is inviting local musicians, venues, restaurants, cafés, bars and organizations to apply for the [2026/27 Winter Music Pop-Up Program](#), supporting live music and cultural experiences throughout Stratford during the winter months.

Originally piloted in 2023 to complement [Lights On Stratford](#), the Winter Music Pop-Up Program has grown into an opportunity to encourage and support additional musical and cultural programming throughout the community.

For the 2026/27 season, Destination Stratford is encouraging applicants to **be** bold, creative and think outside the box when developing musical experiences that will appeal to both visitors and community members.

Programming is encouraged from **December 2026 through March 2027**, with particular emphasis on the Lights On Stratford festival period from December 18, 2026 to January 10, 2027.

“Stratford’s music scene continues to evolve, and we’re excited to create more opportunities for local artists, venues and organizations to bring increased vibrancy to the city throughout the winter,” said Zac Gribble, Executive Director, Destination Stratford. *“The Winter Music Pop-Up Program is about encouraging creative partnerships and unexpected experiences that give people another reason to get out, explore Stratford and enjoy our vibrant cultural scene during the colder months.”*

The program provides funding support to help offset musician fees, helping participating businesses and organizations bring additional live music and cultural experiences to their spaces during the winter season.

Destination Stratford is encouraging applicants to consider creative approaches to winter programming, whether through intimate performances, unexpected venues, unique collaborations or experiences that complement the city’s winter atmosphere.

Online applications for the **2026/27 Winter Music Pop-Up Program** are due by **5:00 p.m. on Friday, October 2, 2026**.

Application and more details can be found online: [Winter Music - Destination Stratford.](#)

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For more information, please email hello@visitstratford.ca