



## PRESS RELEASE

**For Immediate Release**

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### **International Festivals & Events Association (IFE A) Announces 2009 Pinnacle Award Winners**

**Boise, Idaho-** The International Festivals & Events Association (IFE A) paid tribute to **Tulsa International Mayfest** on September 23<sup>rd</sup>, 2009 during the IFE A/Haas & Wilkerson Pinnacle Awards Ceremony held at the IFE A's 53<sup>4th</sup> Annual Convention & Expo, Presented by Festival Media Corporation in Indianapolis, Indiana, U.S.A. – September 21-25, 2009, where they were presented with four awards in the prestigious IFE A/Haas & Wilkerson Pinnacle Awards competition. Awards were won in the following categories:

- Silver - Best Press/Media Kit – What's New Press Conference**
- Silver - Best Press/Media Kit – Poster Unveiling Press Conference**
- Silver - Best T-shirt – "Green" T-shirt**
- Bronze - Best Sponsor Follow-Up Report**

Sponsored by industry leader Haas & Wilkerson Insurance, the professional competition draws entries from among the world's top festivals and events.

Winning entries came from organizations as diverse as 500 Festival, Indianapolis, IN; French Quarter Festival, New Orleans, LA; San Jose Holiday Parade, San Jose, CA; Des Moines Arts Festival, Des Moines, IA; The Dublin Irish Festival, Dublin, OH, and the Issaquah Salmon Days, Issaquah, WA.

International contenders included such diverse event organizations as Daegaya Experience Festival, South Korea; Ottawa Bluesfest, Canada; The Hague Festivals, The Netherlands; Festival Lent, Slovenia and Sentosa Development Corporation, Sentosa, Singapore. Entries included posters, merchandise, websites, print and broadcast ads, volunteer programs, community outreach programs, sponsorship campaigns, Best overall Festival or Event and many other categories.

"We would like to congratulate all of our Pinnacle winners for their outstanding entries into this year's competition," said IFEA President & CEO, Steven Wood Schmader, CFEE.

"The IFEA/Haas & Wilkerson Pinnacle Awards represents the hallmark of excellence in the festivals and events industry. Entries in every budget category, from every corner of the globe, allow us to recognize the best in our business while raising the standards and quality of media promotions and events across the board."

Headquartered in Boise, Idaho, The International Festivals and Events Association (IFEA) is a non-profit membership organization with members spanning 40 countries and 5 continents, and offers the most complete source of ideas, resources, information, education and networking for festival and event professionals worldwide.

For a complete list of winners and more information on the IFEA, go to [www.ifea.com](http://www.ifea.com).

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#### IFEA Association Partners

