



Music for All wins 23 awards from the International Festival & Events Association

INDIANAPOLIS – Music for All has earned 23 industry awards from the International Festival and Events Association (IFEA). Music for All earned top honors, receiving a Bronze Grand Pinnacle for the 2012 Bands of America Grand National Championships event held in Indianapolis, Indiana. The Grand Pinnacle award is the highest award given by the IFEA in recognition of festivals and events who have a balance of all the elements necessary to ensure a successful event. The awards in recognition of the best festival and event programs in the world were given at the International Festivals and Events Association's 58th Annual Convention and Expo in Pittsburgh, Pennsylvania on September 16th.

Long-time Music for All volunteer Chris Protho from Pittsburgh, Pennsylvania received the IFEA/Zambelli Fireworks Volunteer of the Year Award, an honor presented during a special luncheon on September 16 for all those in attendance at IFEA's convention in Pittsburgh.

“Music for All is thrilled to have been recognized by its festival and event peers in such a significant way this year,” said Debbie Laferty Asbill, Music for All's Vice President of Marketing and Communications. “Having one of our key volunteers receive the Volunteer of the Year Award is a singular honor. This was also the first time Music for All has been recognized as a Grand Pinnacle Finalist, the highest of IFEA's awards. These awards are a recognition of the talents, hard work and dedication of everyone who is a part of the Music for All family.”

In addition to the Bronze Grand Pinnacle, and the Volunteer of the Year honor that was awarded to Music for All volunteer, Chris Protho, Music for All also received 21 Pinnacle Awards – 14 Gold Pinnacles, 4 Silver, and 3 Bronze in various categories for events, multimedia, marketing, sponsorship and merchandise.

Music for All received the following IFEA/ Haas & Wilkerson Pinnacle Awards:

Bronze Grand Pinnacle Award

- 2012 Bands of America Grand National Championships, presented by Yamaha

IFEA/Zambelli Fireworks Volunteer of the Year Award

- Awarded to long-time Music for All volunteer, Chris Protho

Gold Pinnacle Awards

- Best Event Video for sale (Bands of America Honor Band in the Tournament of Roses® Parade Commemorative DVD)
- Best Event/Organization E-Newsletter (Summer Symposium Daily Buzz)
- Best Event/Organization E-Newsletter (Music for All Monthly E-newsletter)
- Best Miscellaneous Multimedia ((Bands of America Honor Band in the Tournament of Roses® Parade Commemorative DVD)
- Best Event/Organization Newsletter
- Best Cover Design (Music for All National Festival, presented by Yamaha program book)
- Best Other Merchandise (Bands of America Honor Band in the Tournament of Roses® Parade uniform jacket)
- Best Targeted Sponsor Solicitation Package (US Army)
- Best Targeted Sponsor Solicitation Package (Texas Dairy Queen®)
- Best Educational Program (Bands of America Drum Major Institute)
- Best New Promotion Activity (#mfacamp campaign)
- Best New Attendee Service (Guidebook app at the Summer Symposium)
- Best Overall Merchandising Program (Bands of America Honor Band in the Tournament of Roses® Parade)
- Best Vendor/Supplier (Hansen Multimedia)

Silver Pinnacle Awards

- Best Event Video for sale (2012 Bands of America Grand National Championships, presented by Yamaha)
- Best Single Magazine Display Ad
- Best Educational Program (The Wow! Percussion Specialist Academy)
- Most Creative/ Effective News Stunt

Bronze Pinnacle Awards

- Best Miscellaneous Multimedia (Summer Symposium Promo DVD)
- Best T-Shirt Design (Keep Calm & March On shirt)
- Best Event/Program within an Event to Benefit a Cause (Hurricane Sandy Relief Efforts at the 2012 Bands of America Grand National Championships)

The International Festivals and Events Association has more than 2,000 member festivals from around the world. Each year, the IFEA Pinnacle Awards competition honors the best special events, festival materials, promotions and ideas among the organization's membership. Winning entries came from organizations as diverse as the 500 Festival, Indianapolis, IN; Kentucky Derby Festival, Louisville, KY; Des Moines Arts Festival, Des Moines, IA; Cherry Creek Arts Festival, Denver, CO and the Pasadena Tournament of Roses, Pasadena, CA. International contenders included such diverse event organizations as the Seoul Lantern Festival, Seoul, South Korea and the World Gourmet Summit, Singapore.

About IFEA

Headquartered in Boise, Idaho, The International Festivals and Events Association (IFEA) is a non-profit membership organization with members spanning 40 countries and five 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.

Music for All Sponsorship Information

Music for All efforts are supported through sponsorships, including current partnerships with National Presenting Sponsor Yamaha Corporation of America; Official Uniform Sponsor Fred J. Miller, Inc.; Official Performance Equipment Sponsor Wenger Corporation; Official Student Travel Partner Music Travel Consultants; Corporate Sponsors Visit Indy and the City of Indianapolis, Vic Firth Company, Zildjian and Texas Dairy Queen®; Strategic Advocacy Partner, NAMM; Associate Sponsors DANSR, Delivra, Remo, Inc., SmartMusic, The Woodwind & Brasswind and Director's Showcase International; Summer Symposium Supporting Sponsor U.S. Army Cadet Command and Fall Supporting Sponsors Purdue University and Marian University. Music for All is also supported by the Indiana Arts Commission, Arts Council of Indianapolis, Indianapolis Cultural Development Commission, Ball Brothers Foundation, George and Frances Ball Foundation, Lilly Endowment Inc., Arthur Jordan Foundation, The D'Addario Foundation, and the National Endowment for the Arts, a federal agency

About Music for All

Music for All (MFA) is one of the nation's largest and most influential organizations in support of active music making. Since 1975, MFA, through its Bands of America and Orchestra America programs, has been a destination and set the standard for scholastic music ensemble performance and music education advocacy. As a 501(c)(3) nonprofit educational organization, MFA's mission is to create, provide and expand positively life-changing experiences through music for all. MFA's vision is to be a catalyst to ensure that every child in America has access and opportunity for active music-making in their scholastic environment. MFA's programs include 20+ annual events, including the Bands of America Grand National Championships and Regional Championships for marching band, the Music for All Summer Symposium camp for students and teachers, the Music for All National Festival for concert bands, orchestra, jazz and percussion ensembles and national honor bands and orchestras.

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MEDIA CONTACT:

Erin Fortune, Marketing Coordinator
Direct phone: 317-524-6218
Cell 317-643-1442
Fax 317-524-6200
Erin.f@musicforall.org