



NEWS RELEASE

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International Festivals & Events Association (IFE A) Announces 2012 Pinnacle Award Winners

The International Festivals & Events Association (IFE A) paid tribute to **Music for All** on September 21, 2012 during the IFE A/Haas & Wilkerson Pinnacle Awards Ceremony held at the IFE A's 57th Annual Convention & Expo in Denver, CO, U.S.A. September 21-23, 2012, where they were presented with **eight** awards in the prestigious IFE A/Haas & Wilkerson Pinnacle Awards competition. Awards were won in the following categories:

- GOLD - BEST EVENT VIDEO (FOR SALE)- 2011 BOA GRAND NATIONAL CHAMPIONSHIPS**
- GOLD - BEST MISCELLANEOUS MULTIMEDIA- 2011 BOA GRAND NATIONAL CHAMPIONSHIPS MONTAGE**
- SILVER - BEST EVENT/ORGANIZATION NEWSLETTER**
- SILVER - BEST COVER DESIGN- 2012 MUSIC FOR ALL NATIONAL FESTIVAL**
- BRONZE-TIE - BEST EVENT/ORGANIZATION E-NEWSLETTER**
- BRONZE - BEST MISCELLANEOUS MULTIMEDIA- FAN NETWORK**
- BRONZE - BEST PIN OR BUTTON (BY AN EVENT_ - I BELIEVE PIN**
- BRONZE - BEST COMPANY IMAGE PIECES**

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 the National Cherry Blossom Festival, Washington, DC; Houston Livestock Show & Rodeo, Houston, TX; Norfolk Festevents, Norfolk, VA; 500 Festival, Indianapolis, IN; Dublin Irish Festival, Dublin, OH; Cherry Creek Arts Festival, Denver, CO and the Pasadena Tournament of Roses, Pasadena, CA.

Music for All has won more than 100 IFE A Pinnacle Awards since 1990 for print and multimedia promotions and productions, educational and merchandising programs and other creations and programs.

International contenders included such diverse event organizations as the Hanseong Bakje Cultural Festival, Seoul, Korea; Showtime Events, New Delhi, India; World Gourmet Summit, Singapore; Krakow Festival Office, Krakow, Poland; Rotterdam Festivals, The Netherlands; Festival Lent, Slovenia and Shambhala Music Festival, Nelson, BC, Canada.

Awards were handed out in 69 different categories in total including Best TV Promotion; Social Media Site, Event Program; Commemorative Poster; Overall Sponsorship Program; Environmental Program; Educational Program, Children's Programming; Media Relations Campaign; Overall Merchandising Program; Festival & Event Management Degree Programs to the highest award reflecting the best overall festival & event in the world – the Grand Pinnacle.

"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 Competition recognizes the outstanding accomplishments by festivals and events around the world. Striving for the highest degree of excellence in festival and event promotions and operations in every budget level and every corner of the globe, this competition has not only raised the standards and quality of the festivals and events industry to new levels, but also shows how event producers can use innovation and creativity to achieve a higher level of success."

Headquartered in Boise, Idaho, the International Festivals & Events Association (IFEA) is *The Premiere Association Supporting and Enabling Festival & Event Professionals Worldwide*. In partnership with global affiliates under the umbrellas of IFEA Africa, IFEA Asia, IFEA Australia, IFEA Europe, IFEA Latin America, IFEA Middle East (MENASA), and IFEA North America, the organization's common vision is for "A Globally United Industry that Touches Lives in a Positive Way through Celebration." The Association 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.

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