



NEWS RELEASE

CONTACT: Kristin Conrad, Senior Marketing Coordinator
Direct phone: 317-524-6218 • Fax 317-524-6200
kristin.c@musicforall.org • www.musicforall.org

International Festivals & Events Association (IFEA) Announces 2011 Pinnacle Award Winners

Boise, Idaho- The International Festivals & Events Association (IFEA) paid tribute to Music for All in Indianapolis, IN on October 3rd, 2011 during the IFEA/Haas & Wilkerson Pinnacle Awards Ceremony held at the IFEA's 56th Annual Convention & Expo in Fort Worth, Texas, U.S.A. October 3-5, 2011, where they were presented with six awards in the prestigious IFEA/Haas & Wilkerson Pinnacle Awards competition. Awards were won in the following categories:

GOLD - BEST EVENT VIDEO (FOR SALE)

GOLD - BEST EVENT/ORGANIZATION E-NEWSLETTER

GOLD – BEST COVER DESIGN

GOLD – BEST EDUCATIONAL PROGRAM

SILVER – BEST EVENT (WITHIN AN EXISTING FESTIVAL)

SILVER – BEST OVERALL MERCHANDISING PROGRAM

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 500 Festival, Indianapolis, IN; Bayou City Art Festival in Houston, TX; Dublin Irish Festival, Dublin, OH; MAIN ST. Fort Worth Arts Festival, Fort Worth, TX; Issaquah Salmon Days, Issaquah, WA; Portland Rose Festival, Portland, OR and the Pasadena Tournament of Roses, Pasadena, CA.

International contenders included such diverse event organizations as Canada Place, Canada; Ham Pyeong Butterfly Festival, South Korea; World Gourmet Summit, Singapore; Edmonton Heritage Festival, Canada; Ludwig van Beethoven Easter Festival, Poland; Rotterdam Festivals, The Netherlands; Festival Lent, Slovenia and Sentosa Development Corporation, Singapore.

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, 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.

Music for All (MFA) is one of the nation's largest and most influential organizations in support of active music making. For more than 35 years, 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. A 501(c)3 not-for-profit educational organization, MFA uses its national profile programming to recognize, model, showcase and provide individual, teacher and organizational examples of music performance excellence and achievement. 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 and the Music for All National Festival for concert bands and percussion ensembles. Music for All's programmatic model is designed to mirror and supplement the classroom and performance model adopted in most American scholastic settings.

Music for All's efforts are supported through sponsorships, including current partnerships with National Presenting Sponsor, the Yamaha Corporation of America; Official Uniform Sponsor, Fred J. Miller, Inc.; Official Equipment Sponsor, Wenger Corporation; Official Student Travel Partner, Music Travel Consultants; Corporate Sponsors, NAMM and Remo, Inc.; Associate Sponsors, Vic Firth, Inc., Vandoren and SmartMusic®; and Program Sponsor, Center X Productions. Music for All is also supported by the Arts Council of Indianapolis and the City of Indianapolis, by the Indianapolis Cultural Development Commission and by the National Endowment for the Arts, a federal agency.

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