



International Festivals & Events Association 2001 Pinnacle Award Winners

Grand Pinnacle

Budget under \$250,000

- Gold Richardson (TX) Parks & Recreation Dept. / Cottonwood Art Festival
Silver Autumn Leaf Festival (Clarion, PA)
Bronze A Taste of Richardson (Richardson, TX)

Grand Pinnacle

Budget \$250,000 to \$500,000

- Gold Pigeon Forge (TN) Dept. of Tourism / Celebrate Freedom
Silver Ski to Sea Festival (Bellingham, WA)
Bronze Issaquah Salmon Days Festival (Issaquah, WA)

Grand Pinnacle

Budget \$500,000 to \$1.5 million

- Gold Singapore Tourism Board / World Gourmet Summit (Singapore,)
Silver International Festival Lent (Maribor, Slovenia)
Bronze (tie) ... Saint Louis Art Fair (St. Louis, MO)
Bronze (tie) .. Utah Arts Festival (Salt Lake City, UT)

Grand Pinnacle

Budget over \$1.5 million

- Gold Summerfest (Milwaukee, WI)
Silver (tie) Greeley Independence Stampede (Greeley, CO)
Silver (tie) One Reel Productions / Bumbershoot (Seattle, WA)
Bronze ON THE WATERFRONT, Inc. (Rockford, IL)

Best Sponsor Solicitation Video

Budget under \$500,000

- Gold The Woodlands Town Center Improvement District / Red, Hot and Blue Festival (The Woodlands, TX)
Silver Neiman Marcus/Adolphus/Children's Parade (Dallas, TX)

Best Sponsor Solicitation Video

Budget over \$500,000

- Gold Bands of America, Inc. (Schaumburg, IL)
Silver Wichita River Festival (Wichita, KS)
Bronze Miami-Dade County Fairs & Exposition (Miami, FL)

Best TV Promotion

Budget under \$250,000

- Gold City of Clearwater / Beatlemania (Clearwater,)
Silver SHOWS ETC. / First Security Winter Games of Idaho (Boise, ID)
Bronze Pittsburgh Irish Festival, Inc. / Pittsburgh Irish and Folk Festival (Pittsburgh, PA)

Best TV Promotion

Budget \$250,000 to \$500,000

- Gold Jill Lloyd & Assoc. / Orange County Market Place (Santa Ana, CA)
Silver Spokane Lilac Festival / Festival Festivities (Spokane, WA)
Bronze Alliance for the West End, Inc. / The 15th Annual West End's Taste of Dallas (Dallas, TX)

Best TV Promotion

Budget \$500,000 to \$1.5 million

- Gold Wildflower! Arts & Music Festival (Richardson, TX)
Silver Riverfest, Inc. (Little Rock, AR)
Bronze Downtown Presents... / The Big Gig (Richmond, VA)

Best TV Promotion

Budget over \$1.5 million

- Gold SYLVANIA Alamo Bowl (San Antonio, TX)
Silver Walt Disney World / EPCOT International Flower & Garden Festival (Lake Buena Vista, FL)
Bronze Fort Worth Zoo / Texas Wild! Preview Gala (Fort Worth, TX)

Best Full Length TV Program (local)

Budget under \$500,000

- Gold City of Harrisburg / Belco Harbor Day (Harrisburg, PA)
Silver City of Harrisburg / Harrisburg Parade (Harrisburg, PA)
Bronze Clear Channel Broadcasting / American Musicfest (Harrisburg, PA)

Best Full Length TV Program (local)

Budget over \$500,000

- Gold Memphis in May International Festival, Inc. (Memphis, TN)
Silver SEAFair (Seattle, WA)
Bronze Pittsburgh Three Rivers Regatta (Pittsburgh, PA)

Best Full Length TV Program (national)

Budget under \$500,000

- Gold Neiman Marcus/Adolphus/Children's Parade (Dallas, TX)
Silver Ski to Sea Festival (Bellingham, WA)
Bronze Wewoka Chamber of Commerce / Sorghum Festival (Wewoka, OK)

Best Full Length TV Program (national)

Budget \$500,000 to \$1.5 million

- Gold Fiesta San Antonio (San Antonio, TX)
Silver One Reel Productions / AT&T Family Fourth (Seattle, WA)
Bronze National Capital Commission, Canada Day, Winterlude / Winterlude Special (Ottawa, ON)

Best Full Length TV Program (national)

Budget over \$1.5 million

- Gold Churchill Downs, Inc. (Louisville, KY)
Silver Drum Corps International (Addison, IL)
Bronze Memphis in May International Festival, Inc. (Memphis, TN)

Best Radio Promotion

Budget under \$250,000

- Gold Historic Appomattox Railroad Festival (Appomattox, VA)
Silver City of West Palm Beach (FL) / Kaliedescope 4th on Flagler
Bronze City of Glendale, AZ (Glendale, AZ)

Best Radio Promotion

Budget \$250,000 to \$1.5 million

- Gold Kansas City Blues & Jazz Fest (Kansas City, MO)
Silver Cedar Rapids Freedom Festival (Cedar Rapids, IA)
Bronze Sewlosa Development Corporation / Sentosa (,)

Best Radio Promotion

Budget over \$1.5 million

- Gold Calgary Exhibition & Stampede (Calgary, AB)
Silver SYLVANIA Alamo Bowl (San Antonio, TX)
Bronze Walt Disney World / EPCOT International Flower & Garden Festival (Lake Buena Vista, FL)

Best Website*Budget under \$250,000*

- Gold Anacortes Arts Festival (Anacortes, WA)
Silver El Paso Fair & Event (Calhan, CO)
Bronze (tie) .. EVENTech, Inc. (Littleton, CO)
Bronze (tie) .. The Woodlands Town Center Improvement District / Red, Hot and Blue Festival (The Woodlands, TX)

Best Website*Budget \$250,000 to \$500,000*

- Gold Alliance for the West End, Inc. / The 15th Annual West End's Taste of Dallas (Dallas, TX)
Silver Cowboy Poetry & Music Festival - Melody Ranch (Santa Clarita, CA)
Bronze Idaho Women's Fitness Celebration, Inc. (Boise, ID)

Best Website*Budget \$500,000 to \$1.5 million*

- Gold Singapore Tourism Board / World Gourmet Summit
Silver City of Dublin / Dublin Irish Festival (Dublin, OH)
Bronze M.A.P. Marketing Group / Colorado Shakespeare Festival (Denver)

Best Website*Budget over \$1.5 million*

- Gold Churchill Downs, Inc. (Louisville, KY)
Silver SYLVANIA Alamo Bowl (San Antonio, TX)
Bronze Greeley Independence Stampede (Greeley, CO)

Best Event Program (interior 3 or less colors)*Budget under \$250,000*

- Gold First Night Binghamton (Binghamton, NY)
Silver Gallivan Events / Brewers Festival (Salt Lake City, UT)
Bronze Pigeon Forge Dept. of Tourism / Quiltfest (Pigeon Forge, TN)

Best Event Program (interior 3 or less colors)*Budget \$250,000 to \$500,000*

- Gold Ski to Sea Festival (Bellingham, WA)
Silver Cowboy Poetry & Music Festival - Melody Ranch (Santa Clarita, CA)
Bronze Metris Uptown Art Fair (Minneapolis, MN)

Best Event Program (interior 3 or less colors)*Budget \$500,000 to \$1.5 million*

- Gold Oswego Harbor Festivals, Inc. (Oswego, NY)
Silver Macon, Georgia's International Cherry Blossom Festival / Cherry Blossom Children's Concert (Macon, GA)

Best Event Program (interior 3 or less colors)*Budget over \$1.5 million*

- Gold Churchill Downs, Inc. (Louisville, KY)
Silver Kentucky Derby Festival (Louisville, KY)

Best Event Program (interior 4 or more colors)*Budget under \$250,000*

- Gold Celebrate Colorado Artists (Denver, CO)
Silver Pigeon Forge (TN) Dept. of Tourism / Wilderness Wildlife Week
Bronze Palm Beach County Public Affairs (West Palm Beach, FL)

Best Event Program (interior 4 or more colors)*Budget \$250,000 to \$500,000*

- Gold Metris Thunderbird Balloon Classic (Glendale, AZ)
Silver Lakefront Festival of Arts/Milwaukee Art Museum (Milwaukee, WI)
Bronze City of Phoenix Fabulous Phoenix 4th (, AZ)

Best Event Program (interior 4 or more colors)*Budget \$500,000 to \$1.5 million*

- Gold Coconut Grove Arts Festival (Coconut Grove, FL)
Silver International Festival Lent (Maribor, Slovenia)
Bronze Festivals & Events Division of Downtown Fort Worth, Inc. / MAIN ST. Fort Worth Arts Festival (Fort Worth, TX)

Best Event Program (interior 4 or more colors)*Budget over \$1.5 million*

- Gold Labadie Productions / Montalvo-Performing Arts Program (Santa Cruz, CA)
Silver Utah Shakespearean Festival (Cedar City, UT)
Bronze Fiesta Bowl / Eddie Robinson (Tempe, AZ)

Best Newspaper Insert/Supplement*Budget under \$250,000*

- Gold MWR Dept. - Great Lakes Naval Training Center / 90th Birthday Celebration (Great Lakes, IL)
Silver Aquafest Association of Lake Stevens (Lake Stevens, WA)
Bronze Seneca Lake Whale Watch (Geneva, NY)

Best Newspaper Insert/Supplement*Budget \$250,000 to \$500,000*

- Gold Bellevue Art Museum Fair (Bellevue, WA)
Silver ArtiGras/Northern Palm Beaches C of C (Palm Beach Gardens, FL)
Bronze Lilac Festival/Beau Productions (Rochester, NY)

Best Newspaper Insert/Supplement*Budget \$500,000 to \$1.5 million*

- Gold Des Moines Arts Festival (Des Moines, IA)
Silver Anchorage Fur Rendezvous (Anchorage, AK)
Bronze Cherry Creek Arts Festival (Denver, CO)

Best Newspaper Insert/Supplement*Budget over \$1.5 million*

- Gold Portland Rose Festival Association (Portland, OR)
Silver Summerfest / Comprehensive Guide (Milwaukee, WI)
Bronze Bethlehem Musikfest Association (Bethlehem, PA)

Best Promotional Brochure (3 or less colors)*Budget under \$250,000*

- Gold City of Rockville / Car Show "Millennium Display" (Rockville, MD)
Silver MWR Dept. - Great Lakes Naval Training Center / 90th Birthday Celebration (Great Lakes, IL)
Bronze National Lentil Festival (Pullman, WA)

Best Promotional Brochure (3 or less colors)*Budget \$250,000 to \$1.5 million*

- Gold Cherry Creek Arts Festival / Volunteer Brochure (Denver, CO)
Silver Cherry Creek Arts Festival / Culinary Brochure (Denver, CO)

Best Promotional Brochure (3 or less colors)*Budget over \$1.5 million*

- Gold Churchill Downs, Inc. (Louisville, KY)
Silver Pasadena Tournament of Roses / Official Tour (Pasadena, CA)

Best Promotional Brochure (4 or more colors)*Budget under \$250,000*

- Gold Richardson (TX) Parks & Recreation Dept. / Cottonwood Art Festival
Silver Borderfest Association / "A World of Fun for 25 Years" (Hidalgo, TX)
Bronze National Capital Commission, Canada Day, Winterlude / Canadas Capital Region, Winter 2000/2001 Guide (Ottawa, ON)

Best Promotional Brochure (4 or more colors)*Budget \$250,000 to \$500,000*

- Gold National Capital Commission, Canada Day, Winterlude / Canada and the World Pavilion (Ottawa, ON)
Silver Canyon County Fair & Festival (Caldwell, ID)
Bronze Norfolk Festevents, Ltd. / Bayou Boogaloo & Cajun Food Festival (Norfolk, VA)

Best Promotional Brochure (4 or more colors)*Budget \$500,000 to \$1.5 million*

- Gold Cherry Creek Arts Festival (Denver, CO)
Silver Dogwood Arts Festival (Knoxville, TN)
Bronze Cherry Creek Arts Festival / Festival Club Brochure (Denver, CO)

Best Promotional Brochure (4 or more colors)

- Budget over \$1.5 million*
- Gold Utah Shakespearean Festival (Cedar City, UT)
- Silver One Reel Productions / Bumbershoot (Seattle, WA)
- Bronze Pro Football Hall of Fame Festival (Canton, OH)

Best Event/Organization Newsletter

- Budget under \$1.5 million*
- Gold City of Palm Desert (Palm Desert, CA)
- Silver Wichita Festivals, Inc. (Wichita, KS)

Best Event/Organization Newsletter

- Budget over \$1.5 million*
- Gold Fort Worth Zoo / Texas Wild! Preview Gala (Fort Worth, TX)
- Silver Bands of America, Inc. (Schaumburg, IL)
- Bronze SunFest of Palm Beach County, Inc. (West Palm Beach, FL)

Best Miscellaneous Printed Materials (multiple page)

- Budget under \$250,000*
- Gold Warrnambool City Council / Fun 4 Kids, Warrnambool International Children's Festival (Warrnambool, Victoria)
- Silver MWR Dept. - Great Lakes Naval Training Center / 90th Birthday Celebration (Great Lakes, IL)
- Bronze Richardson (TX) Parks & Recreation Dept. / Cottonwood Art Festival

Best Miscellaneous Printed Materials (multiple page)

- Budget \$250,000 to \$500,000*
- Gold Music in the Park (Milwaukee, WI)

Best Miscellaneous Printed Materials (multiple page)

- Budget \$500,000 to \$1.5 million*
- Gold Singapore Tourism Board / Singapore Food Festival (Singapore,)
- Silver Buccaneer Commission, Inc. (Corpus Christi, TX)
- Bronze Festivals & Events Division of Downtown Fort Worth, Inc. / MAIN ST. Fort Worth Arts Festival (Fort Worth, TX)

Best Miscellaneous Printed Materials (multiple page)

- Budget over \$1.5 million*
- Gold Churchill Downs, Inc. / Annual Report (Louisville, KY)
- Silver Fiesta Bowl (Tempe, AZ)
- Bronze Greeley Independence Stampede (Greeley, CO)

Best Promotional Poster

- Budget under \$250,000*
- Gold SHOWS ETC. / First Security Winter Games of Idaho (Boise, ID)
- Silver Carmel Performing Arts Festival (Carmel, CA)
- Bronze Lakefront Festival of Arts/Milwaukee Art Museum / Grape Lakes Food & Wine Festival (Milwaukee, WI)

Best Promotional Poster

- Budget \$250,000 to \$500,000*
- Gold Music in the Park (Milwaukee, WI)
- Silver Ski to Sea Festival (Bellingham, WA)
- Bronze Addison Oktoberfest (Addison, TX)

Best Promotional Poster

- Budget \$500,000 to \$1.5 million*
- Gold International Festival Lent (Maribor, Slovenia)
- Silver Utah Arts Festival (Salt Lake City, UT)
- Bronze The Virgin Islands Carnival Committee (St. Thomas, VI)

Best Promotional Poster

- Budget over \$1.5 million*
- Gold (tie) Calgary Exhibition & Stampede (Calgary, AB)
- Gold (tie) Summerfest / Whatever it Takes (Milwaukee, WI)
- Silver Greeley Independence Stampede (Greeley, CO)
- Bronze Chingay 2001 Singapore (Singapore,)

Best Commemorative Poster

- Budget under \$250,000*
- Gold City of Columbia, Office of Cultural Affairs / Columbia Festival of the Arts (Columbia, MO)
- Silver Celebrate Colorado Artists (Denver, CO)
- Bronze Richardson (TX) Parks & Recreation Dept. / Cottonwood Art Festival

Best Commemorative Poster

- Budget \$250,000 to \$500,000*
- Gold Issaquah Salmon Days Festival (Issaquah, WA)
- Silver Cowboy Poetry & Music Festival - Melody Ranch (Santa Clarita, CA)
- Bronze French Quarter Festivals / Satchmo Summerfest (New Orleans, LA)

Best Commemorative Poster

- Budget \$500,000 to \$1.5 million*
- Gold Texas Folklife Festival (San Antonio, TX)
- Silver Coconut Grove Arts Festival (Coconut Grove, FL)
- Bronze (tie) .. Cherry Creek Arts Festival (Denver, CO)
- Bronze (tie) .. Downtown Ft. Worth MAIN ST. (Fort Worth, TX)

Best Commemorative Poster

- Budget over \$1.5 million*
- Gold One Reel Productions / Bumbershoot (Seattle, WA)
- Silver Portland Rose Festival Association (Portland, OR)
- Bronze (tie) .. Gilroy Garlic Festival (Gilroy, CA)
- Bronze (tie) .. SunFest of Palm Beach County, Inc. (West Palm Beach, FL)

Best Cover Design

- Budget under \$250,000*
- Gold Celebrate Colorado Artists (Denver, CO)
- Silver Pigeon Forge (TN) Dept. of Tourism / Wilderness Wildlife Week

Best Cover Design

- Budget \$250,000 to \$500,000*
- Gold Ski to Sea Festival (Bellingham, WA)
- Silver Cowboy Poetry & Music Festival - Melody Ranch (Santa Clarita, CA)
- Bronze (tie) .. Junior Orange Bowl Committee, Inc. (Coral Gables, FL)
- Bronze (tie) .. Pigeon Forge (TN) Dept. of Tourism / Celebrate Freedom

Best Cover Design

- Budget \$500,000 to \$1.5 million*
- Gold Cherry Creek Arts Festival / Volunteer Brochure (Denver, CO)
- Silver Saint Louis Art Fair (St. Louis, MO)
- Bronze (tie) .. Cherry Creek Arts Festival / Festival Guide Magazine (Denver, CO)
- Bronze (tie) .. Macon, Georgia's International Cherry Blossom Festival

Best Cover Design

- Budget over \$1.5 million*
- Gold Greeley Independence Stampede / Watercolor Painting (green background) (Greeley, CO)
- Silver Greeley Independence Stampede / Stampede Picture (Greeley, CO)
- Bronze ON THE WATERFRONT, Inc. (Rockford, IL)

Best Single Newspaper Display Ad

- Budget under \$500,000*
- Gold Music in the Park / Holiday Lights (Milwaukee, WI)
- Silver Music in the Park / Bastille Days (Milwaukee, WI)
- Bronze The Woodlands Town Center Improvement District / Red, Hot and Blue Festival (The Woodlands, TX)

Best Single Newspaper Display Ad

- Budget \$500,000 to \$1.5 million*
- Gold Coconut Grove Arts Festival / Thank You (Coconut Grove, FL)
- Silver Sewlosa Development Corporation (,)
- Bronze Saint Louis Art Fair (St. Louis, MO)

Best Single Newspaper Display Ad

- Budget over \$1.5 million*
- Gold Calgary Exhibition & Stampede (Calgary, AB)
- Silver Greeley Independence Stampede (Greeley, CO)
- Bronze Kentucky Derby Festival (Louisville, KY)

Best Single Magazine Display Ad*Budget under \$500,000*

Gold Cowboy Poetry & Music Festival - Melody Ranch (Santa Clarita, CA)
Silver City of Palm Desert (Palm Desert, CA)

Best Single Magazine Display Ad*Budget \$500,000 to \$1.5 million*

Gold Macon, Georgia's International Cherry Blossom Festival / Macon Power (Macon, GA)
Silver Galveston Island Convention & Visitors Bureau / Mardi Gras! Galveston (Galveston, TX)
Bronze Cherry Creek Arts Festival / Ultimate Block Party (Denver, CO)

Best Single Magazine Display Ad*Budget over \$1.5 million*

Gold Churchill Downs, Inc. / Sports Illustrated (Louisville, KY)
Silver Churchill Downs, Inc. / Sponsorship Ad (Louisville, KY)
Bronze Summerfest (Milwaukee, WI)

Best Ad Series*Budget under \$500,000*

Gold Music in the Park / Holiday Lights Festival (Milwaukee, WI)
Silver Music in the Park / Bastille Days (Milwaukee, WI)
Bronze Borderfest Association / "A World of Fun for 25 Years" (Hidalgo, TX)

Best Ad Series*Budget \$500,000 to \$1.5 million*

Gold Des Moines Arts Festival (Des Moines, IA)
Silver Riverfest, Inc. (Little Rock, AR)
Bronze Dogwood Arts Festival (Knoxville, TN)

Best Ad Series*Budget over \$1.5 million*

Gold Churchill Downs, Inc. / Spring 2001 (Louisville, KY)
Silver Summerfest / Outdoor Campaign (Milwaukee, WI)
Bronze Walt Disney World / EPCOT International Flower & Garden Festival (Lake Buena Vista, FL)

Best Event Photograph*Budget under \$250,000*

Gold Marcus Photography / Pig Balloons at Rest (Easton, PA)
Silver City of Glendale, AZ (Glendale, AZ)
Bronze City of West Palm Beach (FL) / Kaliedoscope 4th on Flagler

Best Event Photograph*Budget \$250,000 to \$500,000*

Gold Ski to Sea Festival (Bellingham, WA)
Silver The Horticulture Society of South Florida / The Palm Beach Tropical Flower and Garden Show (West Palm Beach, FL)

Best Event Photograph*Budget \$500,000 to \$1.5 million*

Gold Mayor's Office of Art, Culture & Film (Denver, CO)
Silver Cherry Creek Arts Festival / Cool Aid (Denver, CO)
Bronze One Reel Productions / AT&T Family Fourth (Seattle, WA)

Best Event Photograph*Budget over \$1.5 million*

Gold Greeley Independence Stampede (Greeley, CO)
Silver Churchill Downs, Inc. / "The Start" (Louisville, KY)

Best Miscellaneous Printed Materials (single page)*Budget under \$250,000*

Gold Lakefront Festival of Arts/Milwaukee Art Museum / Bradley Sculpture Garden Party (Milwaukee, WI)
Silver Pigeon Forge (TN) Dept. of Tourism / Wilderness Wildlife Week
Bronze Celebrate Colorado Artists (Denver, CO)

Best Miscellaneous Printed Materials (single page)*Budget \$250,000 to \$500,000*

Gold Cowboy Poetry & Music Festival - Melody Ranch (Santa Clarita, CA)
Silver Ski to Sea Festival (Bellingham, WA)
Bronze ArtiGras/Northern Palm Beaches C of C (Palm Beach Gardens, FL)

Best Miscellaneous Printed Materials (single page)*Budget \$500,000 to \$1.5 million*

Gold Cherry Creek Arts Festival / Mayors Preview Invitation (Denver, CO)
Silver Cherry Creek Arts Festival / Billboard (Denver, CO)
Bronze Utah Arts Festival (Salt Lake City, UT)

Best Miscellaneous Printed Materials (single page)*Budget over \$1.5 million*

Gold Chingay2001 Singapore / Gift Bag (Singapore,)
Silver Chingay2001 Singapore (Singapore,)
Bronze One Reel Productions / Bumbershoot (Seattle, WA)

Best Solicitation Package*Budget under \$1.5 million*

Gold Cowboy Poetry & Music Festival - Melody Ranch (Santa Clarita, CA)
Silver U.S. Events & Marketing, Inc/Regatta Mgmt. Corporation / Pittsburgh Three Rivers Regatta (Pittsburgh, PA)
Bronze Festivals & Events Division of Downtown Fort Worth, Inc. / MAIN ST. Fort Worth Arts Festival (Fort Worth, TX)

Best Solicitation Package*Budget over \$1.5 million*

Gold Portland Rose Festival Association (Portland, OR)
Silver Memphis in May International Festival, Inc. (Memphis, TN)
Bronze Churchill Downs, Inc. (Louisville, KY)

Best Single New Sponsorship Program*Budget under \$1.5 million*

Gold City of Aurora / Kidspre 2001 (Aurora, CO)
Silver Cherry Creek Arts Festival (Denver, CO)
Bronze Borderfest Association / "A World of Fun for 25 Years" (Hidalgo, TX)

Best Single New Sponsorship Program*Budget over \$1.5 million*

Gold Fiesta Bowl / Fry's Barbeque PigSkin Classic Cook-Off (Tempe, AZ)
Silver SEAFair / Benoroya Research Institute Triathlon (Seattle, WA)
Bronze Greeley Independence Stampede / Employee Coupon Program (Greeley, CO)

Best Sponsor Follow-up Report

Gold Celebrate Colorado Artists (Denver, CO)
Silver Festivals & Events Division of Downtown Fort Worth, Inc. / Verizon Wireless Parade of Lights (Fort Worth, TX)
Bronze Holiday Folk Fair International (Milwaukee, WI)

Best Environmental Program

Gold Issaquah (WA) Salmon Days Festival / Kids, Chaos & Coho
Silver Pigeon Forge Dept. of Tourism / Wilderness Wildlife Week (Pigeon Forge, TN)
Bronze Portland Rose Festival / The Cleanest & Greenest Festival in America (Portland, OR)

Best Volunteer Program*Budget under \$250,000*

Gold Big Pig Jig / (Dooly County Chamber of Commerce) (Vienna, GA)
Silver City of Aurora / KidSpree (Aurora, CO)
Bronze Assistance League of Norman / Mayfair Arts Festival (Norman, OK)

Best Volunteer Program*Budget \$250,000 to \$1.5 million*

Gold Cherry Creek Arts Festival / A Focus on Volunteer Retention (Denver, CO)
Silver Wildflower! Arts & Music Festival (Richardson, TX)
Bronze Festivals & Events Division of Downtown Fort Worth, Inc. / MAIN ST. Fort Worth Arts Festival (Fort Worth, TX)

Best Volunteer Program

- Budget over \$1.5 million*
- Gold SunFest of Palm Beach County, Inc. / Team Sunfest (West Palm Beach, FL)
- Silver..... Summerfest (Milwaukee, WI)
- Bronze Fiesta Bowl (Tempe, AZ)

Best Educational Program

- Budget under \$250,000*
- Gold Pigeon Forge (TN) Dept. of Tourism / Wilderness Wildlife Week
- Silver..... City of West Palm Beach (FL) / Kaliedescope 4th on Flagler
- Bronze Celebrate Colorado Artists (Denver, CO)

Best Educational Program

- Budget \$250,000 to \$500,000*
- Gold Holiday Folk Fair International (Milwaukee, WI)
- Silver..... Pigeon Forge (TN) Dept. of Tourism / Celebrate Freedom
- Bronze National Capital Commission, Canada Day, Winterlude / Canada and the World Pavilion (Ottawa, ON)

Best Educational Program

- Budget \$500,000 to \$1.5 million*
- Gold Cherry Creek Arts Festival / Arts in Action (Denver, CO)
- Silver..... Kansas City Blues & Jazz Festival / Soul School (Kansas City, MO)
- Bronze Celebrate Fairfax, Inc. / SciTech Center (Fairfax, VA)

Best Educational Program

- Budget over \$1.5 million*
- Gold (tie)..... Kentucky Derby Festival / Student Art Contest (Louisville, KY)
- Gold (tie)..... Memphis in May International Festival, Inc. (Memphis, TN)
- Silver..... SEAFAIR / Ambassador Program (Seattle, WA)

Best Event/Program to Benefit a Charity

- Budget under \$250,000*
- Gold Autumn Leaf Festival (Clarion, PA)
- Silver..... SHOWS ETC. / St. Lukes Kid for a Night "At the Beach" (Boise, ID)
- Bronze Assistance League of Norman / Mayfair Arts Festival (Norman, OK)

Best Event/Program to Benefit a Charity

- Budget \$250,000 to \$1.5 million*
- Gold Festivals & Events Division of Downtown Fort Worth, Inc. / MAIN ST. Fort Worth Arts Festival (Fort Worth, TX)
- Silver..... City of West Palm Beach / Clematis by Night (West Palm Beach, FL)
- Bronze Holiday Folk Fair International / Doll Silent Auction (Milwaukee, WI)

Best Event/Program to Benefit a Charity

- Budget over \$1.5 million*
- Gold Summerfest / Foot'n it for Family Health (Milwaukee, WI)
- Silver..... Portland Rose Festival / Boy Scout Day at CART (Portland, OR)
- Bronze Greeley Independence Stampede (Greeley, CO)

Best Community Outreach Program

- Budget under \$250,000*
- Gold Denver Rescue Mission / Operationa Hope Totes (Denver, CO)
- Silver..... Autumn Leaf Festival / Foodstock 2001 (Clarion, PA)
- Bronze Celebrate Colorado Artists (Denver, CO)

Best Community Outreach Program

- Budget \$250,000 to \$1.5 million*
- Gold Pigeon Forge (TN) Dept. of Tourism / Celebrate Freedom
- Silver..... Cherry Creek Arts Festival (Denver, CO)
- Bronze Wildflower! Arts & Music Festival (Richardson, TX)

Best Community Outreach Program

- Budget over \$1.5 million*
- Gold Summerfest / Operation Summer Chance (Milwaukee, WI)
- Silver..... Greeley Independence Stampede (Greeley, CO)
- Bronze Portland Rose Festival / Festival Rose Court (Portland, OR)

Best New Fund-raising Program

- Gold Celebrate Fairfax, Inc. (Fairfax, VA)
- Silver..... Portland Rose Festival (Portland, OR)
- Bronze Assistance League of Norman / Mayfair Arts Festival (Norman, OK)

Best New Promotion

- Budget under \$1.5 million*
- Gold Borderfest Association / "A World of Fun for 25 Years" (Hidalgo, TX)
- Silver..... El Paso Fair & Event / El Paso County Fair (Calhan, CO)
- Bronze Celebrate Colorado Artists (Denver, CO)

Best New Promotion

- Budget over \$1.5 million*
- Gold Kentucky Derby Festival / Great Steam Boat Chase (Louisville, KY)
- Silver..... Greeley Independence Stampede (Greeley, CO)
- Bronze Churchill Downs, Inc. (Louisville, KY)

Best New Event (within an existing festival)

- Budget under \$250,000*
- Gold Wildlife Reserves Singapore / Gourmet Safari Express (Singapore,)
- Silver..... Wildlife Reserves Singapore / Dinner with Penguins-A Black and White Affair (Singapore,)
- Bronze City of Rockville / Rockville Antique and Classic Car Show "Millennium Display" (Rockville, MD)

Best New Event (within an existing festival)

- Budget \$250,000 to \$1.5 million*
- Gold Utah Arts Festival (Salt Lake City, UT)
- Silver..... Singapore Tourism Board / World Gourmet Summit (Singapore,)
- Bronze Texas Folklife Festival / An Autography Party (San Antonio, TX)

Best New Event (within an existing festival)

- Budget over \$1.5 million*
- Gold One Reel Productions / Bumbershoot (Seattle, WA)
- Silver..... Fiesta Bowl / Fry's BBQ. . . (Tempe, AZ)
- Bronze Greeley Independence Stampede / Calf Scramble (Greeley, CO)

Best Press/Media Kit

- Budget under \$250,000*
- Gold City of Aurora / KidSpree (Aurora, CO)
- Silver..... Daytona Beach Area Convention & Visitors Bureau / Biketoberfest (Daytona Beach, FL)
- Bronze Radford University / Radford Highlanders Festival (Radford, VA)

Best Press/Media Kit

- Budget \$250,000 to \$500,000*
- Gold Idaho Women's Fitness Celebration, Inc. / The Celebration (Boise)
- Silver..... New Castle County / 2001 Ice Cream Festival (New Castle, DE)
- Bronze Norfolk Festevents, Ltd. / Bayou Boogaloo & Cajun Food Festival (Norfolk, VA)

Best Press/Media Kit

- Budget \$500,000 to \$1.5 million*
- Gold Utah Arts Festival (Salt Lake City, UT)
- Silver..... City of Dublin / Dublin Irish Festival (Dublin, OH)
- Bronze Riverfest, Inc. (Little Rock, AR)

Best Press/Media Kit

- Budget over \$1.5 million*
- Gold Churchill Downs, Inc. (Louisville, KY)
- Silver..... Pasadena Tournament of Roses (Pasadena, CA)
- Bronze Fort Worth Zoo / Texas Wild! Preview Gala (Fort Worth, TX)

Best Media Relations Campaign

- Budget under \$1.5 million*
- Gold Singapore Tourism Board / Singapore Food Festival (Singapore,)
- Silver..... Ottawa Blues Festival / Cisco Systems Bluesfest (Ottawa, ON)
- Bronze Festivals & Events Division of Downtown Fort Worth, Inc. / Verizon Wireless Parade of Lights (Fort Worth, TX)

Best Media Relations Campaign

- Budget over \$1.5 million*
- Gold Kentucky Derby Festival (Louisville, KY)
- Silver..... Summerfest (Milwaukee, WI)
- Bronze Miami-Dade County Fairs & Exposition / The Fair (Miami, FL)

Most Creative/Effective News Stunt

- Budget under \$500,000*
- Gold Norfolk Festevents, Ltd. / Bayou Boogaloo & Cajun Food Festival (Norfolk, VA)
- Silver..... Uptown Association / Metris Uptown Art Fair (Minneapolis, MN)
- Bronze City of West Palm Beach / Kaliedoscope 4th on Flagler (West Palm Beach, FL)

Most Creative/Effective News Stunt

- Budget over \$500,000*
- Gold Pasadena Tournament of Roses (Pasadena, CA)
- Silver..... Kentucky Derby Festival (Louisville, KY)
- Bronze Kentucky Derby Festival / 20 Years with Willard Scott (Louisville)

Best T-Shirt Design

- Budget under \$250,000*
- Gold City of Glendale, AZ / Glendale Chocolate Affaire (Glendale, AZ)
- Silver..... City of Hurst / Northeast Fall Festival (Hurst, TX)
- Bronze Richardson (TX) Parks & Recreation Dept. / Cottonwood Art Festival

Best T-Shirt Design

- Budget \$250,000 to \$500,000*
- Gold French Quarter Festivals / Satchmo Summerfest (New Orleans, LA)
- Silver..... Music in the Park / Bastille Days (Milwaukee, WI)
- Bronze Cowboy Poetry & Music Festival - Melody Ranch (Santa Clarita, CA)

Best T-Shirt Design

- Budget \$500,000 to \$1.5 million*
- Gold Riverfest, Inc. (Little Rock, AR)
- Silver..... City of Dublin / Dublin Irish Festival (Dublin, OH)
- Bronze Wildflower! Arts & Music Festival (Richardson, TX)

Best T-Shirt Design

- Budget over \$1.5 million*
- Gold Gilroy Garlic Festival (Gilroy, CA)
- Silver..... Summerfest / Road Case (Milwaukee, WI)
- Bronze (tie) .. Summerfest / Go Band Hopping (Milwaukee, WI)
- Bronze (tie) .. Churchill Downs, Inc. / KDM Shirt (Cream Color) (Louisville, KY)

Best Pin or Button (by an event)

- Budget under \$250,000*
- Gold Celebrate Colorado Artists (Denver, CO)
- Silver..... Gallivan Events / Salt Lake City Classic (Salt Lake City, UT)
- Bronze First Night Binghamton (Binghamton, NY)

Best Pin or Button (by an event)

- Budget \$250,000 to \$500,000*
- Gold Issaquah Salmon Days Festival (Issaquah, WA)
- Silver..... National Capital Commission, Canada Day, Winterlude / Rideau Canal Skateway (Ottawa, ON)
- Bronze Cowboy Poetry & Music Festival - Melody Ranch (Santa Clarita, CA)

Best Pin or Button (by an event)

- Budget \$500,000 to \$1.5 million*
- Gold Macon, Georgia's International Cherry Blossom Festival
- Silver..... Great American Merchandise & Events (GAME) (Scottsdale, AZ)
- Bronze Sausalito Art Festival (Sausalito, CA)

Best Pin or Button (by an event)

- Budget over \$1.5 million*
- Gold The Great Circus Parade (Baraboo, WI)
- Silver..... Walt Disney World / Epcot International Flower & Garden Festival (Lake Buena Vista, FL)
- Bronze (tie) .. Churchill Downs, Inc. (Louisville, KY)
- Bronze (tie) .. Summerfest (Milwaukee, WI)

Best Hat

- Budget under \$250,000*
- Gold City of Glendale, AZ (Glendale, AZ)
- Silver..... San Jose Holiday Parade/City of San Jose (San Jose, CA)
- Bronze Borderfest Association / "A World of Fun for 25 Years" (Hidalgo, TX)

Best Hat

- Budget \$250,000 to \$500,000*
- Gold Alliance for the West End, Inc. / The 15th Annual West End's Taste of Dallas (Dallas, TX)
- Silver..... Bele Chere / Asheville Parks & Recreation (Asheville, NC)
- Bronze Lakefront Festival of Arts/Milwaukee Art Museum (Milwaukee, WI)

Best Hat

- Budget \$500,000 to \$1.5 million*
- Gold Cherry Creek Arts Festival (Denver, CO)
- Silver..... International Festival Lent (Maribor, Slovenia)
- Bronze Macon, Georgia's International Cherry Blossom Festival)

Best Hat

- Budget over \$1.5 million*
- Gold Churchill Downs, Inc. (Louisville, KY)
- Silver..... Summerfest / Pin Hat (Milwaukee, WI)
- Bronze Greeley Independence Stampede (Greeley, CO)

Best Other Merchandise

- Budget under \$250,000*
- Gold Gallivan Events / Brewers Festival (Salt Lake City, UT)
- Silver..... SunFest of Palm Beach County, Inc. (West Palm Beach, FL)
- Bronze Skagit Valley Tulip Festival / bar soap (Mount Vernon, WA)

Best Other Merchandise

- Budget \$250,000 to \$500,000*
- Gold City of Palm Desert (Palm Desert, CA)
- Silver..... Bele Chere / Asheville Parks & Recreation (Asheville, NC)
- Bronze City of West Palm Beach / Clematis by Night (West Palm Beach, FL)

Best Other Merchandise

- Budget \$500,000 to \$1.5 million*
- Gold Macon, Georgia's International Cherry Blossom Festival / Tapestry Tote Bag (Macon, GA)
- Silver..... Wildflower! Arts & Music Festival (Richardson, TX)
- Bronze Kansas City Blues & Jazz Festival / towel (Kansas City, MO)

Best Other Merchandise

- Budget over \$1.5 million*
- Gold Kentucky Derby Festival (Louisville, KY)
- Silver..... People's Association / Chingay2001 Singapore (Singapore,)
- Bronze Churchill Downs, Inc. / Bottle Chief (Louisville, KY)

Best Miscellaneous Clothing

- Budget under \$250,000*
- Gold Borderfest Association / "A World of Fun for 25 Years" (Hidalgo, TX)
- Silver..... City of Glendale, AZ (Glendale, AZ)
- Bronze Autumn Leaf Festival (Clarion, PA)

Best Miscellaneous Clothing

- Budget \$250,000 to \$500,000*
- Gold National Capital Commis. / Rideau Canal Skateway (Ottawa, ON)
- Silver..... Bele Chere / Asheville Parks & Recreation (Asheville, NC)
- Bronze Lakefront Festival of Arts/Milwaukee Art Museum (Milwaukee, WI)

Best Miscellaneous Clothing

- Budget \$500,000 to \$1.5 million*
- Gold Macon, Georgia's International Cherry Blossom Festival
- Silver..... Fiesta Oyster Bake (St. Mary's Univ. Alumni Association) (San Antonio, TX)
- Bronze Festivals & Events Division of Downtown Fort Worth, Inc. / MAIN ST. Fort Worth Arts Festival (Fort Worth, TX)

Best Miscellaneous Clothing

- Budget over \$1.5 million*
- Gold Churchill Downs, Inc. (Louisville, KY)
 - Silver..... SunFest of Palm Beach County, Inc. (West Palm Beach, FL)
 - Bronze Summerfest / It's Live, It's Life (Milwaukee, WI)

Best Overall Merchandising Program

- Budget under \$250,000*
- Gold Borderfest Association / "A World of Fun for 25 Years" (Hidalgo, TX)
 - Silver..... Autumn Leaf Festival (Clarion, PA)

Best Overall Merchandising Program

- Budget \$250,000 to \$500,000*
- Gold Uptown Association / Metris Uptown Art Fair (Minneapolis, MN)
 - Silver..... Friends of Art Milwaukee Art Takes Flight (Milwaukee, WI)
 - Bronze Bele Chere / Asheville Parks & Recreation (Asheville, NC)

Best Overall Merchandising Program

- Budget \$500,000 to \$1.5 million*
- Gold National Capital Commission, Canada Day, Winterlude / Canada Day (Ottawa, ON)
 - Silver..... Macon, Georgia's International Cherry Blossom Festival
 - Bronze Utah Arts Festival (Salt Lake City, UT)

Best Overall Merchandising Program

- Budget over \$1.5 million*
- Gold Summerfest (Milwaukee, WI)
 - Silver..... Churchill Downs, Inc. / All Pro Championships (Louisville, KY)
 - Bronze (tie).. Churchill Downs, Inc. / Tony Bennett (Louisville, KY)
 - Bronze (tie).. Greeley Independence Stampede (Greeley, CO)

Best Single Display Ad

- Gold Kohler Event Services (Orlando, FL)
- Silver..... Alliance for the West End, Inc. / The 15th Annual West End's Taste of Dallas (Dallas, TX)

Best Company Image Pieces

- Budget under \$500,000*
- Gold Celebrate Colorado Artists (Denver, CO)
 - Silver..... Ontario Lottery and Gaming Corporation (Sault Ste. Marie, ON)
 - Bronze Ashland & Hanover Convention & Visitors Bureau (Ashland, VA)

Best Company Image Pieces

- Budget over \$500,000*
- Gold Fiesta San Antonio (San Antonio, TX)
 - Silver..... Wichita River Festival (Wichita, KS)
 - Bronze People's Association / Chingay2001 Singapore (Singapore,)

Best Direct Mail Piece or Brochure

- Gold Great American Merchandise & Events (GAME) / What's In a Name (Scottsdale, AZ)
- Silver..... City of Palm Desert / Vacation Planner (Palm Desert, CA)
- Bronze Dynamic Displays (Detroit, MI)