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PRESS RELEASE

International Festivals & Events Association (IFEA) Announces 2010 Pinnacle Award Winners

Boise, Idaho- The International Festivals & Events Association (IFEA) recognized the most outstanding examples of quality and creativity in the festivals and events industry on September 15th, 2010 at the 55th Annual IFEA Convention & Expo in Saint Louis, Missouri, U.S.A. as it announced the winners of the 2010 IFEA/Haas & Wilkerson Pinnacle Awards.

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 Cherry Creek Arts Festival, Denver, CO; Borderfest Association, Festival of Lights, Hidalgo, TX; Shows Etc.-Idaho State Capital Building Rededication Celebration, Boise, ID; Kentucky Derby Festival, Louisville, KY; Saint Louis Art Fair, Saint Louis, MO; and the International VSA Festival, Washington DC.

International contenders included such diverse event organizations as Baekje Cultural Festival, South Korea; Ludwig Van Beethoven Easter Festival, Krakow, Poland; Rotterdam Festivals, Rotterdam, The Netherlands; Festival Lent, Slovenia and Sentosa Development Corporation, Sentosa, 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 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 & 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 2010 IFEA/Haas & Wilkerson Pinnacle Award Winners and more information on the IFEA, go to www.ifea.com.

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