



Imagine thousands of glittering stars thrown into the dark night and slowly drifting down to earth. That was the imagery of the celebration of life tribute to the late Bruce Storey, who died suddenly on November 8, 2014 in Denver, Colorado (USA). He was 73. The memorial event was held at the Clyfford Still Museum in Denver, his favorite museum of art. Bruce's husband Edward Wise said, "Bruce spent his life giving the world amazing events, and it is only fair that he was given a great send off."

Bruce put the strut in the Bessie Smith Strut, bent the river at Chattanooga, Tennessee's Riverbend Festival, dotted the "I" in the Houston International Festival in Texas, and placed the cherry on top of

the Cherry Creek Arts Festival in Denver. As a Board member of IFEA, he forever changed the direction of the association, legitimizing its quest to be the standard-bearer of professionalism both internally in its management structure, and externally in its position to the world. It is a legacy that continues today.

With a career spanning over 30 years, Bruce was one who lived his ideals on a daily basis, whether that was marrying his long-time companion Edward Wise in 2008 or using the common denominator of music to ease racial tensions and promote downtown revitalization in Chattanooga, Tennessee (USA) in the early 1980s.

He believed strongly in festivals and events as agents of social change, a way to foster a sense of community and to showcase our best selves, and he believed in IFEA and its ability to improve the quality of that experience. He was a pioneer long before people acknowledged the powerful role of festivals and events in the healing of a community. The success of "Five Nights in Chattanooga," a series of concerts along the city's neglected Ross's Landing riverfront produced in 1981 with his business partner Richard Brewer through their company Variety Services, led one year later to the creation of the Riverbend Festival, now ranked in the top 10% of all American festivals. Bruce

was Riverbend's first Executive Director, a position he held for a decade.

Bruce served in a leadership role to some of America's top festivals, as well as on the Boards of both IFEA and the Colorado Association of Festivals and Events, eventually retiring in 2000 while president of Cherry Creek Arts Festival (Colorado). He dedicated the last years of his life using his professional skills to advance the cause of epilepsy, a disease his granddaughter Josie struggles with every day.

Bruce Storey's impeccable integrity and honesty, his imagination in the world of celebration, and his vision that IFEA and its festivals can make a better world will be missed. In navigating the world of festivals and events, he was our North Star.

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IFEA VISION

A globally united industry that touches lives in a positive way through celebration.



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