



CONGRATULATIONS

Gold • Grand Pinnacle • Under \$250,000

RedFilo Events • The Neorun™ - The Scariest Place to Glo • Abu Dhabi, UAE



Since its inception in 2014, the NEORUN – The Place to GLO, has evolved into a spooky Halloween themed event, 'The Scariest Place to GLO'. The event now takes place annually every October on Halloween Weekend. There is no need to run scared, just GLO with the flow at this NEOTASTIC event. The NEORUN is the ultimate UV paint-filled night time fun run, which has been designed exclusively for ages 10 and up. It is a thriller of a night and a one of a kind Halloween event, where you will journey through their spooktacular 5KM party route. Throughout the course you will enter several GLO-Zones, will you discover a ghoulish trick, or a glo-tastic treat?! From neon tutus to scary Halloween themed couture, Fancy dress is a must! Let your

creepy creativity come alive, dress up and stand out! Once you hit the finish line, there is no time to rest, as you wrap up the night at the psychedelic Enigma Party! Dance the night away as you GLO from head-to-toe listening to the creepy beats from our fantastic DJ line up. After lighting up the night for the fourth time, the NEORUN was back bigger and better than ever before, with 9,500 Neorunners, making this our largest event in NEORUN history!

For more information: [Click Here](#)

Silver • Grand Pinnacle • Under \$250,000

RedFilo Events • Light Up the Future – Zayed Future Energy Prize • Abu Dhabi, UAE



Light Up The Future, was an event created to increase community awareness on global sustainability issues, whilst celebrating the 10th Anniversary of the organizing body 'The Zayed Future Energy Prize' as well as honoring the official 'Year of Zayed' in the United Arab Emirates. The event consisted of a 30-minute lesson which highlighted how young people around the world can help reduce energy poverty whilst also challenging them to devise solutions that will bring about a more sustainable future. This lecture also had another purpose, which was to break a Guinness World Record, titled 'The World's Largest Environmental Sustainability Lesson'. 282 students from across the UAE attended the lesson as volunteers. "No such records were set previously in the world wherein hundreds of students attended a large interactive lesson on environmental sustainability, this is the first time," said Samer Khallouf, official adjudicator from Guinness World Records. The finale of the event was an impressive assembly of 2,400 solar lanterns, arranged to

create a unique light installation in Tribute to the Year of Zayed.

For more information: [Click Here](#)

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Pigeon Forge Office of Special Events • Wilderness Wildlife Week • Pigeon Forge, TN USA



The purpose, objective and mission of Wilderness Wildlife Week is to raise awareness within the general public to the issues concerning the natural environment and, in particular, adversities facing Great Smoky Mountains National Park, as well as environmental and species-related triumphs. Programs are designed to impart the

practice of good environmental stewardship to the general public while increasing public knowledge of the varied ways to protect the environment through the many educational lectures and materials available onsite. Additionally, it is Wilderness Wildlife Week's goal to promote an active interest in Appalachian artistic and cultural programs such as painting, basket making, music and other forms of modern art such as photography; to help affect the way people view environmental responsibilities and to increase overnight visitation to Pigeon Forge during a traditionally slow tourism period.

For more information: [Click Here](#)



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TO OUR 2018 GRAND PINNACLE WINNERS

Gold • Grand Pinnacle • \$250,000 to \$1 Million

City of Hopkinsville Parks & Recreation • Solar Eclipse Hopkinsville • Hopkinsville, KY USA



The purpose of this collaborative event weekend that spanned across the 724 square miles of the county was to welcome anticipated visitors, provide events and activities for residents and visitors alike and celebrate the fact that Hopkinsville was selected by the universe as the point where the moon would be closest to the earth, designating Hopkinsville as the Point of Greatest Eclipse. It was nearly 10 years ago that the Hopkinsville Convention and Visitors Bureau received the first phone call regarding the 2017 Solar Eclipse. From that point on, the entire community researched, prepared and planned celebrations to commemorate an event that would bring an unknown number of visitors to our community to witness 2 minutes and 40.1

seconds of darkness. On August 21, 2017, as the sky went dark above Hopkinsville, KY, visitors and residents alike looked upward to witness a once in a lifetime event. Designated as the Point of Greatest Eclipse for the Great American Eclipse, Hopkinsville rebranded itself as Eclipseville and welcomed over 116,000 visitors from 47 states, 25 countries and 3 U.S. Territories.

For more information: [Click Here](#)

Silver • Grand Pinnacle • \$250,000 to \$1 Million

Cultural Festivals • Saint Louis Art Fair • Saint Louis, MO, USA



Each year, as summer comes to a close, Cultural Festivals takes to the streets of downtown Clayton, Missouri to produce the annual Saint Louis Art Fair. The free, three-day event offers food, music and fine art in an outdoor atmosphere like none other. In 2017, artists from 35 states and Canada were chosen by a jury to show and sell their work. These original pieces of art range across 12 different mediums, showcasing an array of art modes for spectators to view and purchase. In addition to art, the Saint Louis Art Fair showcases live

music, entertainment, and food from St. Louis's best restaurants for more than 130,000 patrons who attend the event.

For more information: [Click Here](#)

Bronze • Grand Pinnacle • \$250,000 to \$1 Million

RedFilo Events • The Festival at Masdar City • Abu Dhabi, UAE



The 5th edition of The Festival at Masdar City 2018 took place over Friday 19th and Saturday 20th January, in Abu Dhabi, UAE. The festival operates as part of Abu Dhabi Sustainability week, and is hosted by Masdar. The concept of sustainability is multidimensional, researching the concepts of Social, Environmental, Cultural and Economic aspects. In order to transform Masdar City into a 'Knowledge Hub' for visitors, the event was segmented into different zones which were each themed around the key concepts of a sustainable future.

These included Community Development, Waste Management, Agriculture, and Renewable Energy. For the past 5 years the event has been a key part of Abu Dhabi Sustainability week, which is the largest sustainability gathering in the Middle East. Each year, The Festival aims to promote the key values of ADSW in an easily digestible and fun format, targeted towards families and young adults within the community. This year, The Festival comprised of 9 different interactive zones focused on sustainability; Show Hub, Greenhouse, Innovation Hub, Bazaar, Souk, Tales and Legends, Arcade Alley, & Carnival Square, and Baba Zayed. Baba Zayed was a new concept zone for this year's event, designed to highlight the Year of Zayed, which will mark 100 years since the birth of the founding father of the UAE, Sheikh Zayed bin Sultan Al Nahyan.

For more information: [Click Here](#)



CONGRATULATIONS

Gold • Grand Pinnacle • \$1 Million to \$3 Million
Des Moines Arts Festival • Des Moines, IA U.S.A.



The Des Moines Arts Festival®, Iowa's only free, three-day celebration of the arts, celebrated its 21st-Year Celebration this past June 22-24, 2018 with an exciting line-up of visual art, live entertainment, film, community outreach, interactive activities, eclectic foods, craft beer, and fine wines in Downtown Des Moines' Western Gateway Park. At the heart of the Festival is the juried art fair. The Festival has truly put Des Moines, Iowa, on the map, drawing more than three million guests to the three-day event during the past 21 years. The Festival has something for everyone to enjoy and it's all free to attend.

For more information: [Click Here](#)

Silver • Grand Pinnacle • \$1 Million to \$3 Million
CherryArts • 2017 Cherry Creek Arts Festival • Denver, CO USA



The Cherry Creek Arts Festival is an annual celebration of the arts that occurs three days over the 4th of July outdoors in Cherry Creek North featuring juried national/international artists. The CCAF was founded and incorporated in 1989 within the Cherry Creek North Business District of Denver, Colorado as a collaboration with the Cherry Creek Commerce Association to drive business to the district and to help brand it as Denver's premier arts and culture destination. CCAF continues to uphold these founding initiatives and is now known as Colorado's Signature Cultural Event for the visual, culinary and performing arts. The growth and stability of the non-profit and the appeal of participating in the Cherry Creek Arts Festival has been the result of a standard of excellence set since its inception. Through solid leadership, professional business operations and executing notable production values featuring exciting artistic expression CherryArts continues the grand tradition. Beyond offering opportunities for artists to exhibit and build sales, CCAF has developed an outreach

arm of the organization that provides year-round art education offerings for K-12 schools throughout Colorado.

For more information: [Click Here](#)

Bronze • Grand Pinnacle • \$1 Million to \$3 Million

Downtown Fort Worth Initiatives, Inc. • MAIN ST. Fort Worth Arts Festival • Fort Worth, TX U.S.A.



Downtown Fort Worth's largest and most popular annual event, the MAIN ST. Fort Worth Arts Festival is packed with fascinating sights and sounds as thousands of fine artists, dancers, performance artists, musicians, exhibitors, food vendors and art lovers take part in the four-day celebration. More than 300 live performances take place, and over 200-juried artists line the historic red bricks of Main Street, where revelers can find everything from stunning oil paintings to cool kinetic sculptures and colorful jewelry. With free admission and family-friendly arts and crafts areas, this event is perfect for all ages.



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Destination NSW • Vivid Sydney • The Rocks, NSW Australia



Vivid Sydney is the largest festival of its kind in the world, transforming Sydney into a night time wonderland with innovative light installations, grand-scale illuminations and projections. Now in its ninth year, the annual event has welcomed visitors from around the world, transforming what is traditionally a quiet visitor period into one of the year's busiest. Vivid Sydney brings art, technology and commerce together through its spectacular program of Light, Music and Ideas, positioning Sydney as the creative hub of the Asia Pacific. Vivid Sydney is owned, managed and produced by Destination NSW, the NSW Government's tourism and major events agency. Vivid Sydney ran for 23 nights from 26 May to 17 June 2017.

For more information: [Click Here](#)

Silver • Grand Pinnacle • Over \$3 Million
National Cherry Blossom Festival, Inc. • Washington, DC USA



The plethora of pink blossoms engulfing the Tidal Basin have come to be a symbolic image of spring in Washington, DC, and the inspiration for manifold events and programs occurring throughout the area over the course of the season. The National Cherry Blossom Festival is positioned as one of the world's greatest springtime celebrations. The Festival includes spectacular weekends and daily events featuring diverse and creative programming promoting traditional and contemporary arts and culture, natural beauty, and community spirit. Each year, the Festival commemorates the anniversary of the gift of the cherry blossom trees and the enduring friendship between the United States and Japan, and welcomes spring in the Washington, DC metro area.

For more information: [Click Here](#)

Bronze • Grand Pinnacle • Over \$3 Million
Kentucky Derby Festival • Louisville, KY U.S.A.



Since its first event stepped off in 1956, the Kentucky Derby Festival has grown to become a world-class civic celebration showcasing the best-known events in Louisville. The Festival has taken the "Greatest two minutes in sports" and turned it into more than a two-week, community-wide celebration.

Serving Louisville for 63 years, the Kentucky Derby Festival produces Kentucky's largest single annual event as well as the largest single-day road race. Between the 70+ events listed on its official schedule each year, attendance averages 1.5 million for the run of the Kentucky Derby Festival. While some events do charge entry fees for participation, most events are free with the purchase of a Pegasus Pin®, a plastic or metal souvenir pin. From the kick-off event, Thunder Over Louisville, to Derby Eve, the Festival works closely with local officials and other civic organizations to produce high quality events. Our network of 4,000 volunteers is an invaluable asset to the Festival, and working with these groups make the Festival possible.

For more information: [Click Here](#)

To view the complete list of 2018 IFEA/Haas & Wilkerson Pinnacle Award Winners, [Click Here](#).

MARK YOUR CALENDARS FOR THE
2019 IFEA/HAAS & WILKERSON PINNACLE AWARDS ENTRY DEADLINES

Earlybird Deadline: Mid-June, 2019 Final Deadline: Mid-July, 2019

(Exact Dates Available Soon)