



For Information, Contact:

Nia Hovde, Director of Marketing & Communications
International Festival & Events Association
2603 W Eastover Terrace - Boise, ID 83706
Phone: +1-208-433-0950 ext: 3 - nia@ifea.com
Website: www.ifea.com

For Immediate Release

PRESS RELEASE

IFEA Announces New VISA Sponsorship

The International Festivals & Events Association (IFEA World) is pleased to announce the addition of VISA to the IFEA family of sponsor partners. VISA will join Haas & Wilkerson Insurance and Zambelli Fireworks as an IFEA Association Partner, the highest level of sponsorship offered by the global organization. The new partnership officially launched at the 56th Annual IFEA Convention & Expo, held in Fort Worth, Texas, USA earlier this month.

VISA will also serve as the Presenting Sponsor of the IFEA World Festival & Event City Award©. The new global program, designed to recognize those cities around the world who have created the most positive community partnerships and environments for festivals and events to succeed, marked its second year in 2011 as the IFEA recognized winners from seven global regions and four different population categories during the IFEA Awards Luncheon at the 56th Annual IFEA Convention & Expo on October 3rd. For more information about the 2011 and 2010 recipients of the IFEA World Festival & Event City Award go to www.ifea.com.

"Through this unique and special award, the IFEA hopes to create and expand the dialogue between events and cities around the world, at a time when each needs to be supporting the other more than ever. VISA is the ideal partner for this program and together we look forward to creating new and ongoing opportunities to explore and inspire these important city / event partnerships, redefining 'best practices' and setting the stage for the future," said Steven Wood Schmader, CFEE, President & CEO of IFEA World.

Charles Brown, Chairman & CEO of Festival Transaction Services and Festival Media Corporation, represented VISA in recognizing the 2011 IFEA World Festival & Event City Award© recipients. Festival Transaction Services has formed a new partnership that includes VISA, Bank of America Merchant Services and First Data Corporation – the 3 largest financial services companies in the United States – to provide cash management services to the festivals and events industry.

"We know that the professionals in the festivals and events industry today are in need of an easy, cost effective and marketable transaction process system (on-site and year-round) that also has the capability of adding to their cash revenues. We can now bring that to the table and are excited about working with the IFEA to help strengthen the success of festivals and events around the world," commented Brown. *"The IFEA has successfully built a global network of event professionals and resources that are changing the face of the industry and VISA is proud to be a part of that effort."*

For more information on VISA products and services for festivals and events, please contact Jim Shanklin, Executive Vice President of Festival Transaction Services/Festival Media Corporation at +1-206-381-5202 or jshanklin@festmedia.com.

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