



International Festivals & Events Association

## PRESS RELEASE

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### **PRESIDENT & CEO OF CREATIVE STRATEGIES GROUP ELECTED AS CHAIR OF THE INTERNATIONAL FESTIVALS & EVENTS ASSOCIATION WORLD BOARD OF DIRECTORS**

**Boise, Idaho** – The International Festivals & Events Association (IFEA) is pleased to announce that Bruce Erley, CFEE, APR, President & CEO of Creative Strategies Group, has been elected as the 2012 Chairman of the IFEA World Board of Directors. Erley was welcomed as the new chair at a ceremonial passing of the gavel during the IFEA's 56th Annual Convention & Expo in Fort Worth, Texas in October. His term officially began on January 1, 2012.

Founded in 1956 as the Festival Managers Association, the International Festivals & Events Association (IFEA) today 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 / New Zealand, IFEA Europe, IFEA Latin America, IFEA Middle East (MENASA), 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, in addition to global industry advocacy. IFEA serves a broad industry partnership of festivals and events, municipalities, government and tourism agencies, media, sponsors, educational institutions and product and service suppliers.

When asked about the position, Erley said, "I am extremely honored to have been elected by my peers to serve in this leadership role. The IFEA plays a crucial role globally, in bringing together and furthering the many talented professionals and organizations around the world who create, manage and partner with the festivals and events industry; professionals who, in turn, use their combined efforts to touch virtually every community and life on the planet. "

"Bruce Erley has played an active and important role in the success and strategic direction of our association and our industry for many years," noted Steve Wood Schmader, CFEE, President & CEO of the IFEA. "He has earned the respect of his professional peers and I am personally excited to work more closely with him over the course of the next year, in his role as IFEA World Board Chair."

During Erley's tenure as Board Chairman, IFEA Will be holding their 57<sup>th</sup> Annual Convention & Expo in Denver, Colorado, scheduled for September 21-23 at the Denver Marriot Tech Center.

Erley has been involved with the IFEA Since 1990 and previously served as Chairman of the IFEA Foundation Board in 2005. He has served on the 17-member World Board of Directors for seven years. Erley has more than 30 years of experience in the sponsorship and event industries. He started Creative Strategies Group (CSG) in 1995 and is recognized, globally, as an expert in the area of corporate sponsorship.

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