



PRESS RELEASE

For Immediate Release

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International Festivals & Events Association (IFEA) Announces 2007 Pinnacle Award Winners

Atlanta, Georgia- The International Festivals & Events Association (IFEA) paid tribute to the Greeley Stampede on September 19th, 2007 during the IFEA/Haas & Wilkerson Pinnacle Awards Ceremony held at the IFEA's 52nd Annual Convention & Expo in Atlanta, Georgia – September 17-21, 2007, where they were presented with four awards in the prestigious IFEA/Haas & Wilkerson Pinnacle Awards competition. Awards were won in the following categories, for events with budgets: Over \$1.5 million

Bronze- Grand Pinnacle- Overall Event
Gold- Best Pin or Button (by an event)
Silver- Best Single Newspaper Display Ad
Bronze- Best Ad Series

"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.”

Winning entries came from organizations as diverse as Portland Rose Festival, OR; Walt Disney World, FL; 500 Festival, IN; Hawai'i Tourism Authority, HI; The Pasadena Tournament of Roses, OR; The Kentucky Derby Festival, Louisville, KY; Memphis in May, Memphis, TN; Borderfest, Hidalgo, TX. International contenders included such diverse event organizations as International Festival Lent, Slovenia; Rotterdam Festival, The Netherlands; Boryeong Mud Festival, South Korea; The Hague Festivals, The Netherlands; World Gourmet Summit, Singapore and the National Capital Commission, Canada. Entries included posters, merchandise, websites, print and broadcast ads, volunteer programs, community outreach programs, and many other categories.

Headquartered in Boise, Idaho, The International Festivals and Events Association (IFEA) is a non-profit membership organization with members spanning 40 countries and 5 continents, and offers the most complete source of ideas, resources, information, education and networking for festival and event professionals worldwide. Visit the IFEA website at www.ifea.com for additional details.

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