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PRESS RELEASE

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**International Festivals & Events Association (IFEA)
Announces 2016 Pinnacle Award Winners
*Cherry Creek Arts Festival Wins 20 Awards***

(BOISE, IDAHO, USA) The International Festivals & Events Association (IFEA) recognized the Cherry Creek Arts Festival in Denver, Colorado on September 27, 2016 during the IFEA/Haas & Wilkerson Pinnacle Awards Ceremony held at the IFEA's 61st Annual Convention, Expo & Retreat, presented by Haas & Wilkerson Insurance, in Tucson, Arizona, U.S.A.. Sept 27-29, 2016, where they were presented with 20 awards in the prestigious IFEA/Haas & Wilkerson Pinnacle Awards competition. Awards were won in the following categories:

Seven (7) Gold Awards: Best Social Media Site (www.Facebook.com/CherryArts), Best TV Promotion (9NEWS 2016 Alive with Art Ad www.youtube.com/watch?v=t8lOXIUWNM0), Best Event/Organization E-Newsletter, Best Miscellaneous Multimedia (2016 Snapchat Filter), Best Event Photograph, Best Individual Sponsorship Program (Arrow Electronics), and Best Commemorative Poster (tie)

10 Silver Awards: Best Community Outreach Program, Best Media Relations Campaign, Best Event Program, Best Company Image Pieces (Year-Round Corporate Rackcard), Best Single Magazine Display Ad, Best Ad Series, Best Event Invitation (Artist Application Postcard), Best T-shirt Design, Best Hat, and Best New Merchandise (Dog Water Bowl)

Three (3) Bronze Awards: Best Green Program, Best Children's Programming, and Best Promotional Brochure (Art Auction Fan, Tie)

Sponsored by industry leader Haas & Wilkerson Insurance, the professional competition draws entries from among the world's top festivals and events. Winning entries came from organizations as diverse as the Saint Louis Art Fair, St. Louis, MO; the Fiesta Bowl, Scottsdale, AZ; the International Cherry Blossom Festival, Washington, DC; the Pasadena Tournament of Roses, Pasadena, CA; the Sausalito Art Festival, Sausalito, CA; Memphis in May International Festival, Memphis, TN and Celebrations Ottawa in Ottawa, ON, Canada.

International contenders included such diverse event organizations as Destination NSW in Sydney, Australia; Ludwig Van Beethoven Easter Festival in Krakow, Poland; Cuckoo Events, Dublin, Ireland; Rotterdam Festivals, Rotterdam, The Netherlands; Festival Lent, Maribor, Slovenia and the Boryeong Mud Festival in Boryeong, South Korea.

Awards were handed out in 68 different categories in total including Best TV Promotion; Social Media Site; Commemorative Poster; Overall Sponsorship Program; Green Program; Educational Program, Children's Programming; Media Relations Campaign; Overall

**IFEA
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Merchandising Program; Festival & Event Management Degree Programs to the highest award given by the IFEA in recognition of those Festivals and events who have a balance of all the elements necessary to ensure a successful event – the Grand Pinnacle.

“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 Competition recognizes the outstanding accomplishments and top quality creative, promotional, operational and community outreach programs and materials produced by festivals and events around the world. Striving for the highest degree of excellence in festival and event promotions and operations in every budget level and every corner of the globe, this competition has not only raised the standards and quality of the festivals and events industry to new levels, but also shows how event producers can use innovation and creativity to achieve a higher level of success.”

Headquartered in Boise, Idaho, the International Festivals & Events Association (IFEA) 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, 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.

For a complete list of winners and more information on the IFEA, go to www.ifea.com.

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