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PRESS RELEASE

For Immediate Release

DATE: October 3, 2018

International Festivals & Events Association (IFEA) and Haas & Wilkerson Insurance Announce 2018 Pinnacle Award Winners

The International Festivals & Events Association (IFEA) paid tribute to the **CHERRY CREEK ARTS FESTIVAL** – produced by **CHERRYARTS** in **DENVER, COLORADO** on October 1, 2018 during the IFEA/Haas & Wilkerson Pinnacle Awards Ceremony held at the 63rd Annual IFEA Convention, Expo & Retreat, presented by Haas & Wilkerson Insurance, in San Diego, California, U.S.A., October 1-3, 2018, where they were presented with **18** awards in the prestigious IFEA/Haas & Wilkerson Pinnacle Awards Competition. Awards were won in the following categories, including the **SILVER** award in their budget category for the **Grand Pinnacle**, the highest award in the festivals and events industry.

GOLD AWARDS:

Best Community Outreach Program (Janus Henderson Investors Student Art Buying Program, Mobile Art Gallery, Mobile ArtCart, Creation Station)
Best New Promotion Activity: Janus Henderson Investors "Bringing Art to Life"
Best Miscellaneous Printed Materials: Art Auction Promotional Fan (Designed by Ale Brown)
Best Event Invitation: Artist Application
Best Miscellaneous On-Site Décor: CherryArts Sculpture by Artist Garrett Brown
Best Hat
Best Miscellaneous Clothing: 2017 Fossa Athletic Long-Sleeve

SILVER AWARDS:

Grand Pinnacle
Best Social Media Site: [facebook.com/cherryarts](https://www.facebook.com/cherryarts)
Best Single Magazine Display Ad
Best Ad Series
Best New Merchandise: Denver Poster Socks
Activity Avenue: Best Children's Programming

BRONZE AWARDS:

Best Event/Organization E-Newsletter
Best Company Image Pieces: Year-Round Education Rack Card
Best Event Promotional Photograph "Inspiration at Creation Station" by Liz Levy
Best Pin
Best Other Merchandise: 2017 "Denver Night Sky" Blanket

Sponsored by industry leader [Haas & Wilkerson Insurance](https://www.haas-wilkerson.com), the professional competition draws entries from some of the world's top festivals and events*. Winning entries came from organizations as diverse as the Cherry Creek Arts Festival in Denver, CO; the OC Fair in Costa Mesa, CA; the Des Moines Arts Festival, Des Moines, IA; the National Cherry Blossom Festival in Washington, DC; the City of West Palm Beach, West Palm Beach, FL; the Kentucky Derby Festival in Louisville, KY; the Pigeon Forge Office of Special Events in Pigeon Forge, TN; The Parade Company in Detroit, MI; the Philadelphia Flower Show, Philadelphia, PA; the City of Richardson, Richardson, TX; the Fiesta Bowl, Scottsdale, AZ and Canada Day at Canada Place, Vancouver, BC, Canada.

International winners included such diverse event organizations as RedFile Events, Abu Dhabi, UAE; Destination NSW, Sydney, Australia; Guangdong Chimelong Group, Gaungzhou, China; Cuckoo Events, Dublin, Ireland; Rotterdam Festivals, Rotterdam, Netherlands; Festival Lent, Maribor, Slovenia and the Hanseong Baekje Cultural Festival, Songpa-gu, South Korea.

Awards* were handed out in 69 different categories in total including Best TV Promotion; Social Media Site; Commemorative Poster; Sponsorship Program; Parade; Educational Program, Accessibility Program; Children's Program; Social Media Campaign; Merchandising Program in addition 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.



Sponsor of the Pinnacle Awards
HAAS & WILKERSON
INSURANCE

"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 Premier 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.

***All winners are selected from those Festivals and Events who specifically enter the competition. Each category is separated into four separate budget categories. Each entry is judged within those budget categories, against the criteria and requirements of the specific category.**

For a complete list of Pinnacle winners go to: www.ifea.com/p/industryawards/pinnacleawards/pastpinnaclewinners

For more information on the IFEA, go to www.ifea.com