



## PRESS RELEASE

**For Immediate Release**

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### **International Festivals & Events Association (IFEA) Announces 2006 Pinnacle Award Winners**

**Boise, Idaho-** The International Festivals & Events Association (IFEA) paid tribute to the events at **The Village of Baytowne Wharf** – produced by **asquared events, Inc.** in **Destin, Florida** on September 20<sup>th</sup>, 2006 during the IFEA/Haas & Wilkerson Pinnacle Awards Ceremony held at the IFEA's 51<sup>st</sup> Annual Convention & Expo, Presented by Festival Media Corporation in Ottawa, Ontario, Canada – September 18-22<sup>nd</sup>, 2006, where they were presented with **two** awards in the prestigious IFEA/Haas & Wilkerson Pinnacle Awards competition.

Awards were won in the following categories, for events with budgets: **Under \$250,000:**

**GOLD – Best Event Photograph – *Fat Tuesday Baytowne Bash Parade***

**SILVER – Best Single Magazine Display Ad – *Summer Events at Baytowne Wharf***

Sponsored by industry leader Haas & Wilkerson Insurance, the professional competition drew 1,380 entries this year from among the world's top festivals and events.

"We would like to congratulate our Pinnacle winner, The Village of Baytowne Wharf, 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 The Pasadena Tournament of Roses, OR; The Anchorage Fur Rendezvous in Anchorage, AK; The Kentucky Derby Festival, Louisville, KY; Memphis in May, Memphis, TN; Borderfest, Hidalgo, TX; Fiesta San Antonio, San Antonio, TX; Des Moines Arts Festival, Des Moines, IA; and the Walt Disney World, Orlando, FL. International contenders included such diverse event organizations as International Festival Lent, Maribor, Slovenia; Sentosa Resort, Singapore; The Nanning International Folk Song Arts Festival, Beijing, China; Rotterdam Festival, Rotterdam, The Netherlands, and the National Capital Commission, Ottawa, 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](http://www.ifea.com) for additional details.

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