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PRESS RELEASE

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Norfolk Festevents Receives Top Honors at International Festivals & Events Association (IFEA) 2014 Convention

Boise, Idaho- The International Festivals & Events Association announced this week the induction of Karen Scherberger, CFEE, CEO Norfolk Festevents, Ltd., Norfolk, Virginia into the IFEA Hall of Fame, plus the award of three top honors in marketing excellence.

Known as the association’s most prestigious honor, the IFEA Hall of Fame recognizes those outstanding individuals who, through their exceptional work and achievements, have made a significant contribution to the Festivals and Events Industry and a profound difference in the communities they serve. Induction into the Hall of Fame is considered the highest of industry honors. Selected from a group of her industry-peers, Scherberger joins the prestigious ranks of 54 others inducted into the hall over the past 23 years.

Scherberger was honored at the IFEA’s 59th Annual Convention & Expo, in Kansas City, MO, U.S.A., where the award was presented Monday, September 29, 2014.

“Motivated by decades of respected city leaders, guided by a visionary Board of Directors, supported by generous donors, sponsors and partners, moved by artists of every imaginable genre, and inspired by dedicated and loyal staff, volunteers, associates, family and friends, I am truly blessed and honored to have been given this wonderful opportunity in life,” says Scherberger. “To be associated with Norfolk Festevents, the City of Norfolk and the IFEA for these many years has truly been an extraordinary and once in a life time gift.”

Norfolk Festevents also received three Pinnacle Awards for Marketing Excellence for Norfolk **Harborfest, The Bayou Boogaloo, and The Virginia Children’s Festival-**

GOLD - BEST EVENT PROGRAM – BAYOU BOOGALOO & CAJUN FOOD FESTIVAL

GOLD - BEST COMMEMORATIVE POSTER – HARBORFEST

SILVER - BEST EVENT PROGRAM – VIRGINIA CHILDREN’S FESTIVAL

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 Bumbershoot in Seattle, Washington; Boulevardia in Kansas City, MO; Denver Comic Con in Denver, CO; Philadelphia Flower Show in Philadelphia, PA; Temecula Valley Balloon & Wine Festival in Temecula, CA; National Cherry Blossom Festival in Washington, DC and Luminato Festival in Toronto, ON, Canada.

International contenders included such diverse event organizations as the North Sea Jazz Festival in Rotterdam, Netherlands; Misteria Paschalia Festival in Krakow, Poland; Hero Insolito in New Delhi, India; World Gourmet Summit, Singapore; Festival Lent, Maribor, Slovenia and the Seoul Cartoon & Animation Festival in Seoul, 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 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.

**IFEA
Association
Partners:**



"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.