



For Immediate Release:

Media Contact: Jordan Lett

E: lettj@festevents.org

P: 757-441-2345

Norfolk Festevents Wins Five 2019 Pinnacle Awards

International Festivals & Events Association (IFEA) and Haas & Wilkerson Insurance Announce the 2019 Pinnacle Award Winners

Norfolk, Virginia – (October 22, 2019) – The International Festivals & Events Association (IFEA) paid tribute to Norfolk Festevents, Ltd., on Wednesday, September 25, 2019 during the IFEA/Haas & Wilkerson Pinnacle Awards Ceremony held at the 64th Annual IFEA Convention, Expo & Retreat, presented by Haas & Wilkerson Insurance, in Colonial Williamsburg, Virginia, U.S.A., September 25-27, 2019, where they were presented with five awards in the prestigious IFEA/Haas & Wilkerson Pinnacle Awards Competition. Awards were won in the following categories:

Gold – Best Event Video Promotion (Budget: \$250,000 to \$1 Million)

Bayou Boogaloo Music & Cajun Food Festival

Silver – Best Promotional Brochure (Budget: Under \$250,000)

Festevents 2019 Calendar of Events

Silver – Best Miscellaneous Printed Materials, Multiple Page (Budget: Under \$250,000)

Spring Town Point Virginia Wine Festival – Cork & Fork Grand Tasting

Bronze – Best Giveaway Item (Budget: \$250,000 to \$1 Million)

Bayou Boogaloo Music & Cajun Food Festival – Commemorative Cookbook

Bronze – Best Event Within an Existing Festival (Budget: Under \$250,000)

Spring Town Point Virginia Wine Festival – Cork & Fork Grand Tasting

Sponsored by industry leader Haas & Wilkerson Insurance, the professional competition draws entries from some of the world's top festivals and events. Winning entries came from organizations as diverse as the Dublin Irish Festival in Dublin, OH; 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 Pasadena Tournament of Roses in Pasadena, CA; the City of McAllen in McAllen, TX; the Macon, Georgia's International Cherry Blossom Festival in Macon, GA; The Parade Company in Detroit, MI; the Philadelphia Flower Show, Philadelphia, PA; High Point University in High Point, NC; and Canada Day at Canada Place, Vancouver, BC, Canada.

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.

“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 2019 Pinnacle Winners go to: bit.ly/IFEA2019Winners

Photos of all winning recipients can be found: bit.ly/IFEA2019Photos

For more information on the IFEA, go to: IFEA.com

Norfolk Festevents, Ltd., based in Norfolk, Virginia, is a private, not-for-profit organization dedicated to creating the most dynamic urban waterfront community in America through innovative programming and imaginative uses of its historic waterfront spaces. An extensive 10-month schedule of diverse outdoor cultural events, festivals, concerts, entertainment, holiday programs, and tall ship visits are presented in two popular and welcoming waterfront environments; Town Point Park located in downtown Norfolk on the banks of the Elizabeth River and Ocean View Beach Park situated on the shore line of the Chesapeake Bay. Norfolk Festevents has served as the City of Norfolk’s official event marketing agency since the city’s downtown waterfront revitalization initiatives began in 1982. The organization has garnered international acclaim for its advocacy for public access to waterfronts, outstanding quality programming and development of public spaces, transforming Norfolk into one of the most progressive, fun and livable waterfront communities in the country. Residents, workers, and visitors to Norfolk and the Hampton Roads region are invited to experience all the fun and excitement of the 2019 season!

###