

FOR IMMEDIATE RELEASE:

# Norfolk Festevents Honored with Eight IFEA Event Industry Awards

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**Norfolk, VA** – The International Festivals & Events Association (IFEA) paid tribute to Norfolk Festevents for events held during the 2023 event seasons, awarding the organization a total of eight 2023 IFEA/Haas & Wilkerson Pinnacle Awards, including a Gold in the category for ‘Best Video Promotion’ for Juneteenth Festival in the Park produced in partnership with the Bibbs Firm, Sylver Strategies, and the City of Norfolk.

Festevents won awards in the following categories:

**Gold, Best Video Promotion** – Juneteenth Festival in the Park  
**Silver, Best Commemorative Poster** – Norfolk Harborfest Music, Food and Maritime Festival  
**Silver, Best Video Promotion** – Norfolk Harborfest Music, Food and Maritime Festival  
**Bronze, Best Event Program** – Bayou Bon Vivant Cajun Music & Food Festival  
**Bronze, Best Commemorative Poster** – Bayou Bon Vivant Cajun Music & Food Festival  
**Bronze, Best TV Promotion** – Bayou Bon Vivant Cajun Music & Food Festival  
**Bronze, Best Printed Materials (Single Page)** – Fall Town Point Virginia Wine Festival  
**Bronze, Best Video Promotion** – Fall Town Point Virginia Wine Festival

Sponsored by industry leader Haas & Wilkerson Insurance, the 2023 IFEA/Haas & Wilkerson Pinnacle Awards professional competition drew entries from some of the world’s most premier festivals and events, such as the Philadelphia Flower Show in Philadelphia, PA; the Kentucky Derby Festival in Louisville, KY; Vivid Sydney in Sydney, Australia; Chiang Mai Blooms in Bangkok, Thailand; and many more events and festivals from across the globe.

“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



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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 2023 Pinnacle Winners, visit [www.ifea.com](http://www.ifea.com).

For more information on Norfolk Festevents, visit [Festevents.org](http://Festevents.org).

**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. Norfolk Festevents 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 Hampton Roads are invited to experience all the fun and excitement of the upcoming 2024 season!

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