

## **Cherry Creek Arts Festival wins 21 International Festivals and Events Association Awards**

Boise, Idaho - The International Festivals & Events Association (IFEA) paid tribute to the Cherry Creek Arts Festival in Denver, Colorado, USA on September 21, 2015 during the 20<sup>th</sup> Anniversary of the IFEA/Haas & Wilkerson Pinnacle Awards Ceremony held at the IFEA's 60<sup>th</sup> Anniversary Convention & Expo, presented by Haas & Wilkerson Insurance, in Tucson, Arizona, U.S.A.. Sept 21-23, 2015, where they were presented with 21 awards in the prestigious IFEA/Haas & Wilkerson Pinnacle Awards competition, including the SILVER GRAND PINNACLE AWARD, the highest award possible with the IFEA.

Awards were won in the following categories: Seven (7) Gold Awards for Best Community Outreach Program, TV promotion, Event Website, Magazine Display Ad, Event Promotional Photograph, Event Invitation, and On-Site Décor. Six (6) Silver Awards for Grand Pinnacle, Best Radio Promotion, Event E-Newsletter, Event Promotional Photograph, Street Banner, and Media Relations Campaign. Finally, eight (8) Bronze Awards for Best Multimedia, Facebook site, Event Program, Promotional Brochure, Ad Series, Commemorative Poster, T-Shirt Design and New Merchandise.

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 the 500 Festival, Indianapolis, IN; the Des Moines Arts Festival, Des Moines, IA; the National Archives, Washington, DC; the Pasadena Tournament of Roses, Pasadena, CA; the Skagit Valley Tulip Festival, Mount Vernon, WA; SunFest, West Palm Beach, FL and the Edmonton Heritage Festival in Edmonton, AB, Canada.

International contenders included such diverse event organizations as Destination NSW in Sydney, Australia; Ludwig Van Beethoven Easter Festival in Krakow, Poland; the Singapore Garden Festival, Singapore; Red Filo Events in Abu Dhabi, UAE; Showtime Events; New Delhi, India; Festival Lent, Maribor, Slovenia and the Gimje Horizon Festival in Gimje City, South Korea.

*"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](http://www.ifea.com).

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