

# **P**RESS INFORMATION • MEMPHIS IN MAY INTERNATIONAL FESTIVAL, INC.<sup>SM</sup>

**FOR IMMEDIATE RELEASE:**

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## **International Festivals & Events Association (IFEA) Announces 14 Pinnacle Award Wins for 2009 Memphis in May International Festival Including Best Volunteer Program and Best Education Program**

(Indianapolis, Indiana)- Memphis in May International Festival has again been chosen by the festivals and events industry to receive numerous awards for its programs and creativity.

Included in the big win, were the festival's Volunteer Program presented by Buckeye Technologies and its International Education program presented by Target, both receiving the Gold Pinnacle award, the highest honor in the Pinnacle Awards program.

The International Festivals & Events Association (IFEA) paid tribute to Memphis in May International Festival 2009 during the IFEA/Haas & Wilkerson Pinnacle Awards Ceremony held at the IFEA's 53<sup>rd</sup> Annual Convention & Expo, in Indianapolis, Indiana September 21-25, 2009. Memphis in May received fourteen awards in the prestigious International competition. Details of the awards follow:

- **Gold Award** – Best Volunteer Program – Memphis in May International Festival
- **Gold Award** – Best Educational Program – Memphis in May International Festival
- **Gold Award** – Best Promotional Poster – World Championship Barbecue Cooking Contest
- **Gold Award** – Best Event Program – Beale Street Music Festival
- **Gold Award** – Best Hat Design – Beale Street Music Festival
- **Gold Award** – Best Miscellaneous Printed Materials – Memphis in May International Festival salutes Chile
- **Silver Award** – Best Cover Design – Memphis in May International Festival Salutes Chile
- **Silver Award** – Best Promotional Brochure – Memphis in May International Festival Salutes Chile
- **Bronze Award** – Best Cover Design – AutoZone Sunset Symphony
- **Bronze Award** – Best Miscellaneous Printed Materials – Memphis in May International Festival Annual Report

- **Bronze Award** – Best Commemorative Poster – Memphis in May International Festival Salutes Chile
- **Bronze Award** – Best Promotional Poster – Beale Street Music Festival
- **Bronze Award** – Best T-Shirt Design – Beale Street Music Festival
- **Bronze Award** – Best Miscellaneous Clothing Design – Beale Street Music Festival

“Memphis in May won awards for all of its events and programs,” said Jim Holt, President & CEO of Memphis in May, and a member of the Board of Directors of IFEA. “It is especially important that our industry recognized our Volunteer Program and International Education Program for their excellence and uniqueness. In the last ten years, Memphis in May has received nearly 90 Pinnacle Awards. Each is significant to us and each causes us to consistently put our best effort into each event and program we produce. These awards say to our patrons, volunteers and sponsors that we benchmark with other similar events to create excellence at every level.”

The IFEA 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 recognition of the best in the event business while raising the standards and quality of events across the board.

Memphis in May International Festival's award wins were judged along with entries from organizations as diverse as the Indy 500 Festival, Indianapolis, IN; Disney World, Lake Buena Vista, FL; Bumbershoot, Seattle, WA; Pasadena Tournament of Roses, Pasadena, CA; Pro Football Hall of Fame Enshrinement Festival, Canton, OH; The Pennsylvania Horticultural Society, Philadelphia, PA. International contenders included such diverse event organizations as Daegaya Experience Festival, South Korea; Ludwig Van Beethoven Easter Festival, Poland; Melbourne Food and Wine Festival, Australia; Singapore Garden Festival, Singapore; Ottawa Bluesfest, Canada; The Hague Festivals, The Netherlands; Divina Comedia Prod. Artisticas Ltda, Brazil; China Hohhot Zhaojun Art Festival, China; Festival Lent, Slovenia. Entries included festival and event program elements such as merchandise, websites, print and broadcast ads, volunteer programs, community outreach programs, education 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.

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