

# MEDIA RELEASE

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## Summer of the Arts Receives Pinnacle Awards From International Festival and Events Association

**For Immediate Release: September 28, 2016 – IOWA CITY, IA**

The International Festivals & Events Association (IFEA) paid tribute to Summer of the Arts on September 27, 2016, during the IFEA/Haas & Wilkerson Pinnacle Awards Ceremony held at the IFEA's 61<sup>st</sup> Annual Convention, Expo & Retreat, presented by Haas & Wilkerson Insurance, in Tucson, Arizona. Summer of the Arts was presented with **nine** awards in the prestigious IFEA/Haas & Wilkerson Pinnacle Awards competition. Shane Schemmel, Associate Executive Director, accepted the Awards won in the following categories:

- **GOLD AWARD - BEST SINGLE MAGAZINE DISPLAY AD – IOWA CITY JAZZ FESTIVAL IN DOWNBEAT MAGAZINE**, Original Design by Derick LaVine, final design by Ashley Willits
- **GOLD AWARD - BEST T-SHIRT DESIGN – IOWA ARTS FESTIVAL**, Design by Robyn Hepker and Madeline Savoie
- **SILVER AWARD - BEST PROGRAM COVER DESIGN – IOWA CITY JAZZ FESTIVAL**, Design by Derick LaVine
- **BRONZE AWARD - BEST RADIO PROMOTION – IOWA CITY JAZZ FESTIVAL**, Produced by Dennis Green, KCKK Radio
- **BRONZE AWARD - BEST MISCELLANEOUS PRINTED MATERIALS – 2016 SPONSORSHIP OPPORTUNITIES BROCHURE**, Designed by Megan Burns
- **BRONZE AWARD – BEST COMPANY IMAGE PIECE – SUMMER OF THE ARTS BUSINESS CARDS**, Designed by Megan Burns
- **BRONZE AWARD - BEST PROGRAM COVER DESIGN – IOWA ARTS FESTIVAL**, Designed by Robyn Hepker
- **BRONZE AWARD - BEST AD SERIES – FRIDAY NIGHT CONCERT SERIES/FREE MOVIE SERIES in the Iowa City Press-Citizen**, Designed by Madeline Savoie
- **BRONZE AWARD - BEST T-SHIRT DESIGN – SUMMER OF THE ARTS GREEN TEAM**, Designed by Madeline Savoie

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 Saint Louis Art Fair, St. Louis, MO; the Fiesta Bowl, Scottsdale, AZ; the International Cherry Blossom Festival, Washington, DC; the Pasadena Tournament of Roses, Pasadena, CA; the Sausalito Art Festival, Sausalito, CA; Memphis in May International Festival, Memphis, TN and Celebrations Ottawa in Ottawa, ON, Canada.

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.

*"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).

Summer of the Arts produces the Iowa Arts Festival presented by Veridian Credit Union, Iowa City Jazz Festival presented by the University of Iowa Community Credit Union, Friday Night Concert Series presented by Toyota of Iowa City, Free Movie Series presented by Urban Acres Real Estate and UICCU, and the Iowa Soul Festival.

***The mission of Summer of the Arts is to build community by bringing people together in the heart of Iowa City to experience, learn about, and enjoy free arts and cultural programs.***

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