



P R E S S R E L E A S E

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CONTACT: Aamira Bussey Bellamy
lovio|george|inc
313.832.2210 x17
akb@loviogeorgeinc.com

INTERNATIONAL FESTIVALS AND EVENTS ASSOCIATION HONORED THE PARADE COMPANY AT 2008 PINNACLE AWARDS CEREMONY

DETROIT, MI (24 September 2008) – The International Festivals & Events Association (IFEA) paid tribute to The Parade Company on September 10, 2008 during the IFEA/Haas & Wilkerson Pinnacle Awards Ceremony. The Parade Company was presented with 11 awards in the prestigious IFEA/Haas & Wilkerson Pinnacle Awards competition. Awards were won in the following categories:

Gold – Best invitation, Official VIP Rooftop Party; Best Promotional Brochure; Best Miscellaneous printed material, Distinguished Clown Corps packet; and Best Hat

Silver – Best event invitation, Hob Nobble Gobble®; Best Sponsor follow up, America's Thanksgiving Parade®; Best Volunteer program, GM River Day; and Best Sponsor, Target, Target Fireworks

Bronze – Best Sponsor solicitation Package, Big Head Corps; Best event website, www.theparade.org; and Best single display ad, The Parade Company Tour program

Sponsored by industry leader Haas & Wilkerson Insurance, the professional competition drew 1,428 entries this year from among the world's top festivals and events.

"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 represents the hallmark of excellence in the festivals and events industry. Entries in every budget category, from every corner of the globe, allow us to recognize the best in our business while raising the standards and quality of media promotions and events across the board."

Winning entries came from organizations as diverse as 500 Festival, Indianapolis, IN; St. Luke's Women's Fitness Celebration, Boise, ID; Wildflower! Arts & Music Festival, Richardson, TX; Disney Destinations, LLC - Special Events Management, Lake Buena Vista, FL; French Quarter Festival, New Orleans, LA; Riverbend Festival, Chattanooga, TN; 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 posters, merchandise, websites, print and broadcast ads, volunteer programs, community outreach 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. For a complete list of winners and more information on the IFEA, go to www.ifea.com.

About The Parade Company

Founded in 1984, The Parade Company is a not-for-profit organization governed by the Michigan Thanksgiving Parade Foundation whose board of directors is comprised of key civic and corporate leaders in the greater Detroit region. The Parade Company is celebrating 82 years of Parade tradition in Detroit. The mission is to fund, create and execute the best family events in metro Detroit. The Parade Company staff, the board of directors and thousands of parade volunteers work year-round to bring a wide variety of magnificent events to the City of Detroit each year including the Target Fireworks, GM River Days and America's Thanksgiving Parade®.

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