



FOR IMMEDIATE RELEASE:  
September 16, 2008

CONTACT: Jennifer Orr  
jorr@onereel.org  
206.281.7788 x254

**INTERNATIONAL FESTIVALS & EVENTS ASSOCIATION (IFEA)  
ANNOUNCED 2008 GRAND PINNACLE AWARD WINNER**

**BUMBERSHOOT®: SEATTLE'S MUSIC & ARTS FESTIVAL  
WINS PRESTIGIOUS GRAND PINNACLE AWARD  
PLUS 11 ADDITIONAL AWARDS**

**Seattle, WA** - The International Festivals & Events Association (IFEA) paid tribute to the 2007 Bumbershoot: Seattle's Music & Arts Festival, shortly after the 2008 Festival concluded at Seattle Center. The 2008 the IFEA/Haas & Wilkerson Pinnacle Awards Ceremony was held on September 10<sup>th</sup> at the IFEA's 53<sup>rd</sup> Annual Convention & Expo, Presented by Festival Media Corporation in Boise, Idaho, U.S.A. – September 8-12, 2008, where **Bumbershoot and the event's producers One Reel were presented with eleven awards in the IFEA/Haas & Wilkerson Pinnacle Awards competition, including the prestigious Grand Pinnacle Award.**

Awards were won in the following categories:

- **THE IFEA GRAND PINNACLE AWARD – IFEA'S TOP HONOR!**
  
- **GOLD – Best Radio Promotion**
- **GOLD – Best T-Shirt Design**
- **GOLD – Best Miscellaneous Multimedia**
  
- **SILVER – Best Event Website**
- **SILVER – Best Volunteer Program**
- **SILVER – Best Media Relations Campaign**
- **SILVER – Best Overall Merchandising Program**
- **SILVER – Best Sponsor Follow-Up Report**
- **SILVER – Best T-Shirt Design**
  
- **BRONZE – Best Environmental Program**
- **BRONZE – Best Ad Series**

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."

"It's an honor to see the Bumbershoot team and the wonderful artists we have the pleasure to work with be acknowledged in this way," said Michele Scoleri, Bumbershoot's Executive Director.

Winning entries came from organizations as diverse as Bumbershoot, Seattle, WA; Kentucky Derby Festival, Louisville, KY; 500 Festival, Indianapolis, IN; Disney Destinations, LLC - Special Events Management, Lake Buena Vista, FL; French Quarter Festival, New Orleans, LA; Pasadena Tournament of Roses, Pasadena, CA; Pro Football Hall of Fame Enshrinement Festival, Canton, OH

International contenders included 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.

#### **BUMBERSHOOT 2008**

The 2008 Festival was presented by Samsung Mobile, August 30 – September 1, 2008. The Festival stretched across the 74-acre Seattle Center, located beneath the city's iconic Space Needle, and included 20 indoor and unique outdoor venues. Nearly 4 decades old, this annual Festival features a diverse array of arts including live music, comedy, theatre, dance, film, urban crafts, literary arts and visual arts. The 2008 event included performances by Stone Temple Pilots, Beck, Death Cab For Cutie; comedy from Janeane Garafalo, David Cross, and Greg Behrendt; visual arts exhibits and spectacle around the grounds; literary panels including William Gibson, Dan Clowes, and Kevin Sessums; as well as contributions from Pacific Northwest Ballet, Theatre Puget Sound, Seattle International Film Festival, and many more. Complete Festival details are located at [bumbershoot.org](http://bumbershoot.org).

#### **MORE ABOUT ONE REEL**

Bumbershoot: Seattle's Music & Arts Festival, Presented by Samsung Mobile is produced by One Reel, in collaboration with Seattle Center and AEG Live. One Reel is the independent, not for profit producer of the Northwest's premier arts events also including WaMu Family 4th at Lake Union and Teatro ZinZanni. For more information, visit [onereel.org](http://onereel.org).

#### **ABOUT THE INTERNATIONAL FESTIVALS AND EVENTS ASSOCIATION (IFEA)**

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.

#### **ABOUT SAMSUNG TELECOMMUNICATIONS AMERICA**

Samsung Telecommunications America, LLC, a Dallas-based subsidiary of Samsung Electronics Co., Ltd., researches, develops and markets wireless handsets and telecommunications products throughout North America. For more information, please visit [www.samsungwireless.com](http://www.samsungwireless.com).

###