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### **FOND DU LAC FESTIVALS WINS BIG AT INTERNATIONAL CONVENTION**

**10/9/09-** The International Festival & Events Association (IFEA) paid tribute to Fond du Lac Festivals, Inc, which produces Walleye Weekend, at its annual international convention. The convention took place in Indianapolis, Indiana from September 21-25, 2009, and Fond du Lac Festivals Inc., was presented with an IFEA/Haas & Wilkerson Pinnacle Award for its first place finish for Best Environmental Program.

“We strive each year to improve the quality of our events at FFI, and it’s exciting to be honored in our industry for our efforts,” said Mary Ann Dilling, executive director of Fond du Lac Festivals, Inc.

The program that earned FFI the gold award was the AT&T Phone Book Recycling Project that took place this year prior to and during Walleye Weekend. Each of the middle schools in the Fond du Lac Public School District were challenged to bring in as many old phone books as they could to be recycled. At the end of the competition the school with the most phone books, Waters Elementary School, won a \$500 check from AT&T Real Yellow Pages. The third grade students from Waters Elementary also got to take a field trip to Walleye Weekend to build a phone book castle from the collected books. The second place school in the competition was Evans Elementary School and they received a check for \$350, and third-place Lakeshore Elementary School received \$150.

“As board president I am proud of FFI for putting together such a great program and receiving national recognition for it. This is the 5<sup>th</sup> year that FFI has received national recognition, a record that the

board is proud of,” said Matthew Doll, Ph.D, president of the FFI Board of Directors. “The creativity and collaborative nature of this program reflects the overall mission of FFI and is a credit to our community partners.”

The AT&T Phone Book project was a collaborative effort of community partners including; Waste Management, Johnson School Bus, Fond du Lac School District, the City of Fond du Lac and of course AT&T Real Yellow Pages.

This is not the first win that FFI has had with an IFEA/Haas & Wilkerson Pinnacle Award. The organization has taken home the award in the past for the following categories: In 2004, Gold for Best Press Media Kit, Silver for Best Radio Promotion and Bronze for Best Company Image; In 2005, Silver for Best Press Media Kit and Silver for Best Radio Promotion; In 2006, Bronze for Best Press Media Kit; In 2008, Gold for Best TV Promotion (Ad Spot or PSA).

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 Indy 500 Festival, Indianapolis, IN; Walt Disney Company, Orlando, FL; San Jose Holiday Parade, San Jose, CA; Kentucky Derby, Louisville, KY; Pasadena Tournament of Roses, Pasadena, CA, and Memphis In May, Memphis, TN.

International contenders included such diverse event organizations as Daegaya Experience Festival, South Korea; Ottawa Bluesfest, Canada; The Hague Festivals, The Netherlands; Festival Lent, Slovenia and Sentosa Development Corporation, Sentosa, Singapore. Entries included posters, merchandise, websites, print and broadcast ads, volunteer programs, community outreach programs, sponsorship campaigns, Best overall Festival or Event and many others.

Fond du Lac Festivals, Inc. is a non-profit organization founded in 1983 with a mission to direct, promote, and support festivals and special events that showcase the Fond du Lac community. The organization, with a great deal of help and support from the community, is responsible for Walleye Weekend, Light Up the City, and Horicon Bank’s Taste of Fond du Lac.

These events benefit more than 100 local non-profit organizations. More information is available at [www.fdlfest.com](http://www.fdlfest.com).

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