

**FOR IMMEDIATE RELEASE** - October 11, 2006

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**FOND DU LAC FESTIVALS COMES BACK FROM CANADA WITH AN  
INTERNATIONAL FESTIVALS & EVENTS ASSOCIATION (IFEA) 2006  
PINNACLE AWARD**

The International Festivals & Events Association (IFEA) paid tribute to Fond du Lac Festivals, Inc. (FFI) on September 20<sup>th</sup>, 2006 during the IFEA/Haas & Wilkerson Pinnacle Awards Ceremony held at the IFEA's 51<sup>st</sup> Annual Convention & Expo, presented by Festival Media Corporation in Ottawa, Ontario, Canada- September 18-22<sup>nd</sup>, 2006. Fond du Lac Festivals, Inc. was presented with the bronze award for their Walleye Weekend press kit for the Best Press/Media Kit category.

These awards are presented annually to the world's top festivals and events to recognize outstanding quality and creativity in the promotional programs and materials produced by festivals and events around the world. In the festival and events industry, these awards are considered the top honor for any event to receive.

Sponsored by industry leader Haas & Wilkerson Insurance, the professional competition drew 1,380 entries this year from among the world's top festivals and events. Entries included posters, merchandise, websites, print and broadcast ads, volunteer programs, community outreach programs, and many other categories.

"The IFEA/Haas & Wilkerson Pinnacle Awards represents the hallmark of excellence in the festivals and events industry," said IFEA President & CEO, Steven Wood Schmader, CFEE. "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."

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.

"Creating the press kit was a lot of fun and an incredible amount of work," stated Danielle Thomson, Fond du Lac Festivals, Inc. Intern, Kelly Torgersen, another Fond du Lac Festivals, Inc. Intern added, "It is just incredible knowing that we placed in this world-renowned competition."

Winning entries came from organizations as diverse as the Pasadena Tournament of Roses Parade, the Anchorage Fur Rendezvous, the Kentucky Derby Festival, Walt Disney World and the Indianapolis 500 Festival. International contenders included Sentosa Resort (Singapore), Nanning International Folk Song Arts Festival (Beijing,

China), Rotterdam Festival (The Netherlands), National Capital Commission (Ottawa, Canada) and the International Lent Festival (Maribor, Slovenia).

“It was an honor to be able to represent our community internationally and to receive an award in our industry.” said Mary Ann L. Dilling, Executive Director of Fond du Lac Festivals. She added "This is a combined effort of talents, energy and synergy that continues to provide the best in entertainment and memories that last a lifetime."

This is the third year in a row that FFI has returned to Wisconsin with at least one award. In 2004, they were presented with awards for Best Media/Press Kit, Best Radio Promotion, and Best Company Image Piece. The following year, FFI won awards for Best Media/Press Kit and Best Radio Promotion. To check out Fond du Lac Festivals' award-winning press kit, visit the IFEA website at [www.ifea.com](http://www.ifea.com).

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 Hometown 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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Executive Director  
**Fond du Lac**



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Visit us at our web-site: [www.fdlfest.com](http://www.fdlfest.com)

*Mark Your Calendars!!*

2007 Hometown Bank's Taste of Fond du Lac-February 25  
2007 Walleye Weekend-June 8, 9, & 10

*Please note our new address and fax number.*