

FOR IMMEDIATE RELEASE

September 23, 2010

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GLENDALE RECIPIENT OF PRESTIGIOUS INTERNATIONAL FESTIVAL AWARDS

GLENDALE, Ariz. – Glendale’s not considered the home of Arizona’s Best Festivals® without merit, as is evidenced by the announcement that the Office of Special Events received a total of six awards at the 2010 International Festival and Events Association (IFEA) annual conference last week. These awards come on the heels of the Office of Special Events receiving several state AzTEC awards just two weeks earlier.

Two Gold Pinnacle Awards were bestowed on the Office of Special Events staff for “Best TV Promotion” and “Best Full Length Local TV Program,” and are doubly significant in that they highlight the collaboration with the city’s Glendale 11 television station, which produced both projects. The TV promotion was an ad spot for Glendale Glitters Spectacular which featured Glendale residents who entered the Glendale Glitters Favorite Memory Contest. Each winning family got the chance to be on television to speak about what makes the festival so special to them. The local program that aired on Glendale 11 throughout the year as part of the station’s Festival Showcase series also featured Glendale Glitters Spectacular Weekend.

The two Silver Pinnacle Awards were won for "Best Full Length TV Local Program” for Glendale’s Glitter & Glow Block Party and “Best Commemorative Poster” for the Glendale Jazz & Blues Festival.

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IFEA Awards
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The two Bronze Pinnacle Awards were won for “Best Community Outreach” for its Spirit of Giving Weekend within the December holiday weekend events and “Best Event Within an Existing Event,” for Glendale Glitters Spectacular Weekend 30-minute lighting program. The Spirit of Giving Weekend during Glendale Glitters featured a “Random Acts of Kindness” component that gave away more than \$10,000 in donated prizes and highlighted the charitable organizations that need help during the holidays. The lighting program during Glendale Glitters Spectacular has become a longtime tradition in Glendale’s event history, with the City Council flipping the switch to Glendale’s 1.5 million downtown holiday light display to signify the start of the holiday season.

“These awards represent the highest recognition in the events industry and truly reflect not only our special events and marketing staffs’ hard work, but also the commitment from throughout the city – from the City Council and city manager to the dozens of other city employees that work side by side with us to produce some of the nation’s top festivals -- to attract residents and visitors to our downtown,” said Jerry McCoy, deputy director of Marketing/Communications.

The IFEA professional competition drew 1500 entries this year from among the world’s top festivals and events. Winning entries came from organizations as diverse as the Indy 500 Festival in Indianapolis, IN, and the French Quarter Festival in New Orleans, LA; and international contenders came from all over the world, including South Korea, Singapore and the Netherlands.

The IFEA is a non-profit membership organization with members spanning 40 countries and five continents, and offers the most complete source of ideas, resources, information, education and networking for festival and event professionals worldwide.

For more information on Glendale’s award-winning festivals and events, visit

www.glendaleaz.com/events.

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