



PINNACLE

HAAS & WILKERSON INSURANCE AWARDS COMPETITION

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PRESS RELEASE

International Festivals & Events Association (IFEA) and Haas & Wilkerson Insurance
Announce the 2022 Pinnacle Award Winners

Kona Coffee Cultural Festival Takes Home Four Golds

Boise, Idaho –The International Festivals & Events Association (IFEA) paid tribute to the Kona Coffee Cultural Festival on Monday,
September 19, 2022 during the IFEA/Haas & Wilkerson Pinnacle Awards Ceremony as part of the 65th Annual IFEA Convention in
McAllen, Texas. Matt Carter, Kona Coffee Cultural Festival Board Member was on hand to accept five awards in the prestigious
IFEA/Haas & Wilkerson Pinnacle Awards Competition. The Kona Coffee Cultural Festival won in the following categories:

- Gold Award Best Event Program or Magazine
Gold Award Best Promotional Poster
Gold Award Best Magazine Display Ad
Gold Award Best Ad Series
Gold Award Best Magazine Display Ad
Bronze Award The Grand Pinnacle

Sponsored by industry leader Haas & Wilkerson Insurance, the professional competition drew entries from some of the world’s top
festivals and events*. Winning entries came from organizations as diverse as the Lubbock Arts Alliance in Lubbock, TX; the OC Fair
in Costa Mesa, CA; the Des Moines Arts Festival, Des Moines, IA; the National Cherry Blossom Festival in Washington, DC; the City
of West Palm Beach, West Palm Beach, FL; the Pasadena Tournament of Roses in Pasadena, CA; the City of McAllen in McAllen,
TX; the Macon, Georgia’s International Cherry Blossom Festival in Macon, GA; The Parade Company in Detroit, MI; the Philadelphia
Flower Show, Philadelphia, PA; High Point University in High Point, NC; and Folklorama in Winnipeg, MB, Canada; Destination NSW,
Sydney, Australia; Festival Lent, Maribor, Slovenia; Hadong Wild Tea Cultural Festival in Hadong-gun, South Korea; and the
Bangkok Music City in Pathumwan, Bangkok, Thailand.

Recognizing the outstanding accomplishments and top-quality creative, promotional, operational and community outreach programs
and materials produced by Festivals and Events around the world, awards were handed out in 73 different categories including:
TV/Radio, Social and Multi Media; Print and Merchandise, in addition to Festival and Event programs such as Sponsorship;
Education, Accessibility; Children’s; Emergency Preparedness and Entertainment. The Grand Pinnacle, the highest award given by
the IFEA in recognition of those Festivals and Events* who have a balance of all the elements necessary to ensure a successful
event was also awarded.

“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. “Especially facing the challenges of the pandemic years that we have all been
IFEA Association Endorsed Partners through, while maintaining the highest degree of excellence in festival and event promotions and operations in every
budget level and

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every corner of the globe, this competition continues to raise the standards and quality of the festivals and events industry to new levels, and also shows how event producers can use innovation and creativity to achieve the highest level of success under all circumstances.”

About Kona Coffee Cultural Festival

The award-winning Kona Coffee Cultural Festival is recognized as the oldest and one of the most successful food festivals in Hawaii. In 2022, the Festival returns to 10 days November 4 – 13, with a full schedule of events that promote Hawaii’s unique culture and diversity and supports the Festival’s mission to preserve, perpetuate and promote Kona’s unique coffee heritage.

The Kona Coffee Cultural Festival is supported by Hawaii Tourism Authority through the Community Enrichment Program, and the generous sponsorship of UCC Ueshima Coffee Co., Ltd., Kamehameha Schools, Alaska Airlines, Hawaii Community Federal Credit Union and numerous other corporate and community donors

About IFEA

Headquartered in Boise, Idaho, the International Festivals & Events Association (IFEA) is *The Premier Association Supporting and Enabling Festival & Event Professionals Worldwide*. In partnership with global affiliates under the umbrellas of IFEA Africa, IFEA Asia, IFEA Australia, IFEA Europe, IFEA Latin America, IFEA Middle East (MENASA), and IFEA North America, the organization’s common vision is for “*A Globally United Industry that Touches Lives in a Positive Way through Celebration.*” The Association offers the most complete source of ideas, resources, information, education and networking for festival and event professionals worldwide.

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