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MWF Wins 20 Pinnacle Awards

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| ▪ Best Television Promotion (ad spot or PSA) | Gold | Summerfest General Awareness “Bedroom”;
concept by
Nonbox/Eisner |
| ▪ Best Radio Promotion | Gold | Summerfest General Awareness “Missing”;
concept by
Nonbox/Eisner |
| ▪ Best Single Newspaper Display Ad | Gold | “Summer Doesn’t Officially Arrive Until The Music Does”;
Nonbox/Eisner for
Summerfest |
| ▪ Best Media Relations | Gold | Summerfest 2002 |
| ▪ Best Media/Press Kit | Gold | Summerfest 2002 |
| ▪ Best Educational Program | Gold | Mad Science at
Summerfest |
| ▪ Best Radio Promotion (ad spot or PSA) | Silver | “Stage Headliner—Weekend” spot; concept by Nonbox/Eisner |
| ▪ Best Ad Series | Silver | Summerfest 2002
Outdoor Campaign |
| ▪ Best Volunteer Program | Silver | Stars of Summerfest |
| ▪ Best Hat | Silver | “Red Collegiate”
Express Promotions/
Summerfest |
| ▪ Best Radio Promotion (ad spot or PSA) | Bronze | “Stage Headliners—Workday” spot; |

**concept by
Nonbox/Eisner**

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| ▪ Best Single Magazine Display Ad | Bronze | “Friday Night for Eleven Days Straight”;
Nonbox/Eisner for Summerfest |
| ▪ Best Single New Sponsorship Program | Bronze | Snapple Diskotech |
| ▪ Best Sponsor Follow-up Report | Bronze | Summerfest 2002 |
| ▪ Best Solicitation Package | Bronze | Summerfest 2002 |
| ▪ Best Event/Program to Benefit a Charity | Bronze | “Famous Footwear Day” |
| ▪ Best New Event (within an existing festival) | Bronze | “Mad Science” |
| ▪ Best Overall Merchandising Program | Bronze | Express Promotions/
Summerfest 2002 |
| ▪ Best Miscellaneous Clothing | Bronze | “Summerfest 68 Distressed Hooded Sweatshirt” by Express Promotions |

Festival organizers were ecstatic with the results of the Pinnacle Awards Competition and the recognition from peers within the festival and special event industry. Executive Director Elizabeth “Bo” Black stated, “Each year the intensity of the competition among the international festivals and events increases, and it really is a tremendous accomplishment to have been recognized in so many categories for such a diverse range of awards. Our staff and Advertising/Public Relations Committee, as well as our merchandiser Express Promotions and our advertising agency Nonbox/Eisner, all contributed to the success of our event and the winning of these awards and should feel extremely proud of a job well done. The awards really represent the dedication that all of our partners have to producing a world-class event for the people of Wisconsin each year.”

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