



27th Annual
Temecula Valley

Balloon & Wine Festival

June 4-6, 2010

PRESS RELEASE

October 19, 2009

PRESS RELEASE

Agency Contact: Melody Brunsting (951) 252-5649
FESTIVAL- CAROL POPEJOY (951) 676-6713

Balloon & Wine Festival Wins 2 International Gold Pinnacle Awards and 1 Bronze

The 2009 Temecula Valley Balloon and Wine Festival struck gold this month at the International Festivals and Events Association annual conference, winning the Gold Pinnacle Award (top honors) for Most Creative/Effective News Stunt, and Best Media/Press Kit. The Bronze award was for the best printed piece and was awarded for the Festival's rack card.

All of the pieces were created by Melody's Ad Works, Inc., the public relations agency hired for the Festival. The 2009 Press Kit was created and distributed on a logo imprinted flash drive with only a table of contents page and photo page attached. Part of the Festival's Go-Green Initiative, the kit used less paper and stationary supplies than standard press kits and offered more photos, audio and video files than a traditional kit.

The award-winning news stunt was a campaign that promoted the Festival's food and wine pairing venue. Recipe boxes with recipe cards were sent to television news anchors and feature reporters. The boxes included "Recipes for Fun" at the Temecula Valley Balloon and Wine Festival with cards that depicted the various venues including the food and wine pairing, grape stomping and balloon flights. News reporter Gayle Anderson from KTLA, and Ruben Galvan from San Diego 6 featured the Festival on their morning news shows and included all of the aspects of the recipe cards.

IFEA is an international organization of major events. The Festival competes against the International Cherry Blossom Festival, Dublin Irish Festival, Borderfest, and other national and international events.

Festival executive director Carol Popejoy and board chairman Joe Santos represented the Festival in Indiana at the awards.

The 2010 Temecula Valley Balloon and Wine Festival returns to Lake Skinner June 4-6, 2010. For more information visit www.tvbwf.com or call (951) 676-6713

-30-