

Thursday 8 October, 2015

DESTINATION NSW WINS IFEA PINNACLE AWARDS FOR VIVID SYDNEY

Destination NSW has been awarded for its marketing and promotion of Vivid Sydney, the world's largest festival of light, music and ideas, receiving seven accolades at the 2015 IFEA Pinnacle Awards.

Destination NSW was presented with seven IFEA Pinnacle Awards for Vivid Sydney:

- Grand Pinnacle - Silver
- Best Social Media Site - Gold
- Best Newspaper Insert/Supplement - Gold
- Best Event Promotional Photograph - Gold
- Best Event Website - Silver
- Best Outdoor Billboard - Silver
- Best Press/Media Kit - Silver

NSW Minister for Trade, Tourism and Major Events, Stuart Ayres, congratulated Destination NSW and said the accolades reflect the exceptional work of the State's tourism and major events agency in promoting Vivid Sydney to the world.

"Vivid Sydney is firmly established as one of the world's leading festivals and continues to break records, attracting an incredible 1.7 million attendees this year. Destination NSW has done a great job in turning the event into a global spectacle, and these awards are well deserved," Mr Ayres said.

Destination NSW Chief Executive Officer, Sandra Chipchase said "Vivid Sydney is a highlight of the NSW Major Events Calendar, showcasing light, music and ideas all around our harbour city. These awards are a testament to the hard work of the Destination NSW team in creating, curating and promoting the event, with the support of the NSW Government and its agencies," Ms Chipchase said.

Presented by the International Festivals & Events Association (IFEA), the Pinnacle Awards recognises the outstanding accomplishments and high quality creative, promotional, operational and community outreach programs and materials produced by festivals and events around the world.

Vivid Sydney is owned and managed by the NSW Government's tourism and major events agency, Destination NSW.