

## **Philadelphia Flower Show Captures 17 Awards in International Festivals & Events Competition**

*PHS wins 12 Gold Pinnacles and other prizes for “Wonders of Water” show*

**PHILADELPHIA (October 2018)** – The 2018 PHS Philadelphia Flower Show, “Wonders of Water,” won 17 Pinnacle Awards from the International Festivals & Events Association at ceremonies held Oct. 1 in San Diego, Calif.

The Philadelphia Flower Show, which is produced by the Pennsylvania Horticultural Society, received 12 gold, 3 silver, and 2 bronze IFEA/Haas & Wilkerson Pinnacle Awards in this year’s competition, which includes entries from the National Cherry Blossom Festival, the Rose Parade, the Kentucky Derby Festival, and events in Australia, Canada, China, Ireland, and South Korea.

“PHS is honored to receive this incredible recognition for the 2018 Flower Show and we share these awards with our dedicated staff and volunteers, and talented exhibitors, vendors, sponsors and partners who all contribute to the success and longevity of the show,” said PHS President Matt Rader. “We are especially proud of the awards acknowledging the Flower Show’s efforts to expand accessibility to the show through the Sponsor a Child campaign and our partnership with Art-Reach. The Flower Show and its more than 250,000 visitors help support PHS’s work to engage people with horticulture and create more beautiful, healthy and sustainable communities.”

The Philadelphia Flower Show was recognized with Pinnacle Awards in a variety of presentation, programming and promotional categories at the IFEA awards held during the association’s convention and expo. The awards for the Flower Show were earned in the following categories:

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- Best Full-Length TV Promotion (6ABC Preview Party broadcast) – GOLD
- Best Miscellaneous Multimedia (Audio Tour) – GOLD
- Best Promotional Poster – GOLD
- Best Event Promotional Photography – GOLD
- Best Miscellaneous On-Site Décor (Rainforest exhibit) – GOLD
- Best Other Merchandise (Tumbler) – GOLD
- Best New Merchandise (Wearable water garden) – GOLD
- Best Sponsor Partner (William Penn Foundation) – GOLD
- Best Single New Sponsorship Opportunity (Watershed Exhibit) – GOLD
- Best Community Outreach Program (Rain Check) – GOLD
- Best Event/Program Within an Event to Benefit a Cause (Sponsor a Child) – GOLD
- Best Overall Merchandising Program – GOLD
- Best Promotional Brochure – SILVER
- Best Educational Program (Water Summit) – SILVER
- Best Accessibility Program (Art-Reach) – SILVER
- Best Event Invitation – BRONZE
- Best Children’s Programming (Junior Flower Show) – BRONZE

The Pinnacle entries include programs, merchandise, print and broadcast ads, posters and graphics, websites and apps, and many other categories.

The Philadelphia Flower Show also was chosen this year by the American Bus Association as one of the “Best of the Best” events in the nation for group visits and named a “Best Bet for Groups” of festivals and events in 2019 by *The Group Travel Leader* magazine.

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The 2019 Philadelphia Flower Show, “Flower Power,” also will be an extraordinary attraction for tour groups, families, and anyone who enjoys gardening and flowers. Tickets are now on sale for the 2019 Flower Show on March 2 to 10, 2019, at the Pennsylvania Convention Center. For tickets and other information about the Philadelphia Flower Show, visit [www.theflowershow.com](http://www.theflowershow.com).

## **ABOUT PHS**

The Pennsylvania Horticultural Society is a not-for-profit organization, founded in 1827, whose programs connect people to horticulture and collaboratively creates beautiful, healthy and sustainable communities. PHS’s best known activities include the Philadelphia Flower Show, street tree planting and maintenance, community gardening, public beautification, and the PHS Pop Up Gardens. PHS is supported by individual members and supporters, foundations, partners and government grants. PHS programs bring together people from diverse backgrounds to engage in horticultural projects that advance social equity, environmental sustainability, and urban livability. For information or to support our work, visit [PHSONline.org](http://PHSONline.org).

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