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STAR OF TEXAS FAIR & RODEO WINS IFEA'S 2006 PINNACLE AWARDS

Austin, Texas, October 5, 2006 - The International Festivals & Events Association (IFEA) paid tribute to the Star of Texas Fair and Rodeo (STFR) on September 20th, 2006 during the IFEA/Haas & Wilkerson Pinnacle Awards Ceremony. The ceremony was held at the IFEA's 51st Annual Convention & Expo in Ontario, Canada, where STFR was presented with two awards in the prestigious IFEA/Haas & Wilkerson Pinnacle Awards competition. Awards were won in the following categories, for events with budgets over \$1.5 million:

Bronze – Best Event Program (Rodeo Austin Souvenir Program)

Bronze – Best Single Magazine Display ad (the Team Rodeo Austin ad was published in *Texas Monthly*, *American Cowboy*, *Cowboys & Indians*, and *ProRodeo Sports News*)

Sponsored by industry leader Haas & Wilkerson Insurance, the professional competition drew 1,380 entries this year from among the world's top festivals and events.

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The Star of Texas Fair and Rodeo is a 501(c) 3 non-profit organization whose mission is *“Promoting Youth Education – Preserving Western Heritage.”* The Fair and Rodeo is a 15 day event in March featuring PRCA Rodeos, live concerts, youth livestock shows, carnival rides, local vendors, and many other exciting events. More than 2,200 volunteers, donors and sponsors contribute to the Star of Texas mission of serving the youth of Texas. Over the last 20 years, the Star of Texas Fair and Rodeo has awarded more than \$20 million to Texas students. For more information about the Star of Texas Fair & Rodeo, log on to www.RodeoAustin.com or call the Star of Texas organization at 512.919.3000.

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