

FOR IMMEDIATE RELEASE

Frankenmuth Dog Bowl and Frankenmuth River Place Shops Honored with 14 Prestigious Pinnacle Awards at International Festivals & Events Association Conference

Frankenmuth, MI, October 2024 – Frankenmuth Dog Bowl and Frankenmuth River Place Shops have received international recognition at the 2024 International Festivals & Events Association (IFEA) Annual Convention & Expo, held in Pittsburgh, Pennsylvania. Between the two entities, an impressive total of 14 IFEA Haas & Wilkerson Pinnacle Awards were awarded, with the highest achievement being a **Silver Grand Pinnacle Award** for the **Frankenmuth Dog Bowl**, naming the event the second best event in the world for its budget category. These awards honor the finest achievements in the festivals and events industry, celebrating creativity, promotional excellence, and community engagement across a variety of categories.

Michael Keller Zehnder, President of the Bavarian Inn Lodge and Chairman of the Frankenmuth Dog Bowl, expressed his pride in the team's accomplishments.

"I am incredibly proud of the leadership team at Frankenmuth River Place Shops for their exceptional event production in 2024. Our success would not have been possible without the unwavering support of our sponsors, vendors, and the incredible guests who attend our events. Our sponsors play a tremendous role in helping us achieve world-class events, and we are grateful for their continued partnership."

The IFEA Pinnacle Awards, sponsored by Haas & Wilkerson Insurance, celebrate exceptional achievement in event production, from website design and multimedia content to sponsor partnerships and community outreach. Winners are selected from festivals and events around the globe, with categories judged on creativity, innovation, and overall excellence.

For more information on the Frankenmuth Dog Bowl, visit www.dogbowlfun.com and Frankenmuth River Place Shops, visit www.frankenmuthriverplace.com

About Frankenmuth River Place Shops

Frankenmuth River Place Shops is a Bavarian-themed outdoor shopping village located in Michigan's Little Bavaria, featuring over 40 unique stores, attractions, and eateries. Known for its commitment to providing world-class guest experiences and exceptional event programming, the complex is home to the annual Frankenmuth Dog Bowl, the world's largest Olympic-style event for dogs.

About the International Festivals & Events Association (IFEA)

Headquartered in Boise, Idaho, the International Festivals & Events Association (IFEA) is the premier global association for festival and event professionals. The IFEA Pinnacle Awards, sponsored by Haas & Wilkerson Insurance, recognize excellence in event

production across 62 diverse categories, elevating the quality and creativity of festivals and events worldwide.

Photo Description: Pictured from left to right: Jazelle Jones, Chair of the IFEA World Board; Michael Keller Zehnder, President of Bavarian Inn Lodge & Chairman of Frankenmuth Dog Bowl; Bethany Childs, Director of Events, Frankenmuth River Place Shops; Garrett Kerr, General Manager, Frankenmuth River Place Shops; Steven Wood Schmader, IFEA World President & CEO. Not pictured: Jerry Ellison, Assistant General Manager, Frankenmuth River Place Shops.

