



Drum Corps International and Music for All Recognized with International Awards

***The Indianapolis-based Music Crossroads Strategic Partner organizations
awarded for excellence by the International Festivals and Events Association***

INDIANAPOLIS – The International Festivals & Events Association (IFEA) paid tribute to two Indianapolis-based arts organizations on September 14, 2017 during the IFEA/Haas & Wilkerson Pinnacle Awards Ceremony held at the 62nd Annual IFEA Convention, Expo & Retreat, presented by Haas & Wilkerson Insurance, in Tucson, Arizona.

Drum Corps International (DCI) and Music for All received a total of 32 awards, including Gold Awards for DCI in the categories of Best TV Promotion (Ad Spot or PSA), Best Event Video Promotion, Best Digital/Social Ad Series, and Best Miscellaneous Multimedia. Music for All earned Gold Awards in the categories of Best Event Website, Best Organizational E-Newsletter, Best Event E-Newsletter, Best Promotional Brochure, Best Event Promotional Photograph, and Best Educational Program.

The IFEA/Haas & Wilkerson Pinnacle Awards Competition recognizes the outstanding accomplishments and top quality creative, promotional, operational, and community outreach programs and materials produced by festivals and events around the world.

Both Music for All and DCI relocated their headquarters to Indianapolis as part of the Indianapolis and Visit Indy's MusicCrossroads initiative – Music for All in 2003 and DCI in 2008. MusicCrossroads is an economic development and community building initiative created by Visit Indy and other stakeholders to attract music performance and education based organizations and their programming to Indianapolis.

Music for All, a 501(c)3 non-profit educational organization, draws a half million student musicians, their families, and fans to more than 30 national events each year, including the Bands of America Grand National Championships and Super Regional Championship in Lucas Oil Stadium, the Music for All National Festival in Indianapolis, and the Music for All Summer Symposium at Ball State University.

Also a 501(c)3 non-profit organization, DCI's global presence spotlights Indianapolis each year with multiple activities including the World Championship Finals, held each August at Lucas Oil Stadium. DCI provides marching music entertainment to millions of fans through live performances and nationally-broadcast events. Collectively the organizations attract more than 50,000 annual participants and visitors to central Indiana.

"It is an honor to be recognized by IFEA for the hard work and talents of our staffs, at both organizations," said Eric Martin, President and CEO of Music for All, "and to celebrate that acknowledgement of Music for All alongside our partner organization and fellow Indianapolis performing arts organization Drum Corps International is special to us."

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DCI Executive Director Dan Acheson added, “These awards are a testament to the professional talent working on behalf of both organizations to further music education and the performing arts for audiences across the country. DCI is particularly pleased to showcase the City of Indianapolis during our events here.”

“Visit Indy – through our MusicCrossroads initiative – sought out Music for All and Drum Corps International not only for their economic impact and great events, but substantially for their unique ingenuity, creativity, inspiration, and capacity to bring out the best in people through the art of music,” said Matt Carter, Vice President of Destination Development at Visit Indy and Executive Director of MusicCrossroads. “Since moving to Indy, it is no surprise to us that they have continued grow and garner attention for the role they play in building the leaders of today and tomorrow to fullest potential in creative ways as evidenced by their work and these affirmational awards. We celebrate their achievement and consider it an honor for them to call Indy home.”

“We would like to congratulate all of our Pinnacle winners for their outstanding entries into this year’s competition,” said IFEA President & CEO, Steven Wood Schmader, CFEE.

About Music for All

Since 1975, Music for All, through its Music for All, Bands of America, Orchestra America, and choir programs, has been a destination and set the standard for scholastic music ensemble performance and music education advocacy. As a 501(c)(3) nonprofit educational organization, Music for All’s mission is to create, provide, and expand positively life-changing experiences through music for all. Music for All’s vision is to be a catalyst to ensure that every child in America has access and opportunity for active music making in his or her scholastic environment. Music for All’s programs include 30+ annual events, including the Bands of America Grand National Championships and Regional Championships for marching bands, the Music for All Summer Symposium camp for students and teachers, the Music for All National Festival and Affiliate Regional Music Festivals for concert bands, orchestras, choirs, chamber ensembles, percussion ensembles, and the national honor concert band, jazz band, orchestra, and the Bands of America Honor Band that will march for the fifth time in the Rose Parade® in 2021.

About DCI

Drum Corps International is the world leader in producing and sanctioning competitive events for the world's most elite and exclusive touring marching music ensembles for student musicians and performers. For additional organization and program information, visit www.dci.org.

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