

# NEWS RELEASE

York County Public Affairs

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## York County Economic & Tourism Development Event & Marketing Efforts Garner Global Recognition

Department earns international recognition for creative storytelling and event excellence

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The International Festivals & Events Association (IFEA) recently recognized York County Economic & Tourism Development during the IFEA/Haas & Wilkerson Pinnacle Awards Ceremony, part of the 70th Anniversary IFEA Annual Convention & Expo presented by atVenu, held this year in Palm Springs, California. York County received four honors in the prestigious IFEA/Haas & Wilkerson Pinnacle Awards Competition, earning recognition in the following categories:



- **Gold Award** – Best [Facebook Site](#) for Visit Yorktown
- **Gold Award** – Best Event (within an Existing Festival) for the 250<sup>th</sup> Anniversary of the Yorktown Tea Party
- **Bronze Award** – Best [Instagram Site](#) for Visit Yorktown
- **Bronze Award** – Best [Organizational Website](#)

This is the first year Visit Yorktown has been recognized by IFEA for its Facebook account and the third year for its Instagram account. In August 2024, Visit Yorktown's website was updated to reflect a beachy, user-friendly, and modern digital space where guests can find useful information about Historic Yorktown's events, history, dining and lodging establishments, shops, and more.

The County received recognition for its four-day celebration in early November 2024 commemorating the 250th anniversary of the Yorktown Tea Party. The milestone event brought together partners including the Jamestown-Yorktown Foundation, the VA250 Commission, the National Park Service, the Watermen's Museum, and the Colonial Seaport

Foundation, and featured both the Maritime Festival and the Yorktown Tea Festival.

“Our team pours a lot of strategy and heart into telling Yorktown’s story, whether it’s through engaging event content, inspiring photography, or behind-the-scenes moments that connect people to this incredible place,” said Deirdre Roesch, Marketing and Communications Manager for York County Economic & Tourism Development. “To be recognized internationally for our social media and website is a tremendous honor and a testament to how our digital presence helps visitors discover all that Historic Yorktown has to offer.”

Kristi Olsen-Hayes, director of York County Economic & Tourism Development, shared her excitement about the department’s ongoing accomplishments. “These awards are a reflection of the creativity, dedication, and partnerships that drive our department’s success,” said Olsen-Hayes. “Our events, social media, and website not only attract visitors, but they also strengthen our local economy, celebrate our history, and showcase the best of the region to audiences around the world. To have that impact recognized on an international stage is incredibly rewarding.”

Sponsored by industry leader Haas & Wilkerson Insurance, the Pinnacle Awards Competition recognizes the outstanding accomplishments of festivals and events from around the world and continues to be the gold standard of achievement and inspiration for the global festivals and events industry. This year’s entries came from a diverse range of events across the globe including submissions from North America, Europe, Asia, Australia, and beyond reflecting the growing international reach of the IFEA and the universal celebration of community and culture.

In total, awards were presented across 64 categories, honoring excellence in areas such as Marketing & Communications (TV, Radio, Social Media, Print), Merchandising, Sponsorship, Accessibility, Emergency Preparedness, Children’s Programming, Educational Outreach, and more.

*\*All winners are selected from those festivals and events that enter the competition. Each category is divided into four budget levels, and entries are judged within those levels according to the specific category’s criteria.*

**Additional photos available at <https://bit.ly/3Y53AMn>**

- **For a complete list of 2025 Pinnacle Winners** visit <https://www.ifea.com/p/industryawards/pinnacleawards/pastpinnaclewinners>
- **For more information about the IFEA**, visit [www.ifea.com](http://www.ifea.com)

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