



International Festivals & Events Association

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**For Information, Contact:**

Nia Hovde, IFEA, VP/Dir. of Marketing & Communications  
Phone: +1-208-433-0950 ext: 3 - [nia@ifea.com](mailto:nia@ifea.com)

**For Immediate Release**

## PRESS RELEASE

### **International Festivals & Events Association (IFEA) and Zambelli Fireworks Announce Barbara Ehrlich as the 2016 Volunteer of the Year**

**Boise, Idaho** – The International Festivals & Events Association and Zambelli Fireworks are pleased to announce Barbara Ehrlich from the National Cherry Blossom Festival in Washington D.C. as the recipient of the 2016 IFEA/Zambelli Fireworks Volunteer of the Year Award. As this year's winner, Barbara was the guest of the IFEA and Zambelli Fireworks at the IFEA's 61<sup>st</sup> Annual Convention, Expo & Retreat, September 27-29, 2016 in Tucson, Arizona where she was recognized and presented with her award during the IFEA Awards Luncheon on Monday, September 27, 2016.

Barbara Ehrlich has volunteered with the National Cherry Blossom Festival since 1991, this year celebrating a significant milestone of 25 years of service with the organization. She has fulfilled many critical roles and has provided essential support for the Festival from boots on the ground to hands-on assistance in planning and executing an event, being a sounding board and director oversight. Her support and involvement has been a priceless asset and key component to the Festival's success each year.



Barbara provides leadership as a dedicated member of the Board of Directors and Executive Committee, where she has taken on officer roles and has served as a chair on many committees throughout the years. Year-round, Barbara has devoted countless hours of dedication, hard work and expertise each and every week, augmenting the efforts of the Festival's full-time staff. Understanding the importance of the evolution of the Festival, she has provided critical support and guidance as the National Cherry Blossom Festival has transitioned from an all-volunteer organization 16 years ago, to being staffed with a year-round Executive Director, to today's staff of 11 employees.

Barbara's impact has been immeasurable in its contribution to the Festival, and the energy, strong relationships, and positive experiences that she has brought have provided a clear vision for the possibility for growth and grandeur of this international celebration. At its core, the National Cherry Blossom Festival is about making joyous memories and Barbara Ehrlich helps make that possible.

For a more in depth look at Barbara Ehrlich, [Click Here](#).

Bill Flinn, Executive Director at the Pasadena Tournament of Roses in Pasadena, CA and Chair of the 2016 Volunteer of the Year Committee for IFEA, said *"It is volunteers that most often determine an event's success. Festivals and events rely heavily on the dedication of volunteers. Without their spirit of involvement and commitment to their communities it would be*

*difficult to pull off any event, large or small.” Flinn added that “While ultimately only one person is selected for this high honor, hundreds of volunteers are recognized by IFEA’s member organizations and affiliated associations. All of us in this industry recognize that volunteers are the backbone of our business.”*

The late George Zambelli, Sr. of Zambelli Fireworks and sponsor of the award since its inception in 2001, summed it up well when he said *“imagine a world without the great blessing of volunteers; it would be a far different place. God bless them all.”*

Headquartered in Boise, Idaho, the International Festivals & Events Association (IFEA) is *The Premier Association Supporting and Enabling Festival & Event Professionals Worldwide*. In partnership with global affiliates under the umbrellas of IFEA Africa, IFEA Asia, IFEA Australia, IFEA Europe, IFEA Latin America, IFEA Middle East (MENASA), and IFEA North America, the organization's common vision is for *"A Globally United Industry that Touches Lives in a Positive Way through Celebration."* The Association offers the most complete source of ideas, resources, information, education and networking for festival and event professionals worldwide. Visit the IFEA website at [www.ifea.com](http://www.ifea.com) for additional details.

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