

**Celebrating Innovation
and Excellence.**

2021 IAAPA
**BRASS RING
AWARDS**

November 3-5



IAAPA[®]

**BRASS RING
AWARDS**

PRESENTED LIVE ON FACEBOOK

INTRODUCTION

This year's virtual award announcement allows more members than ever before to share and celebrate in the exciting news. Winners will also be honored in-person next month at IAAPA Expo 2021 in Orlando, Florida.

How to View the 2021 IAAPA Awards Announcements:

Daily Nov. 3-5:

11 a.m.

Facebook:

<https://www.facebook.com/IAAPAHQ>

Immediately following the awards:

YouTube:

<https://www.youtube.com/channel/UCU--3M54GZrEhlqmWOMWmRQ>

IAAPA.org:

<https://www.iaapa.org/about-iaapa/iaapa-awards>

THANK YOU

Thank you to the IAAPA Committee Members who supported the 2021 Brass Ring Awards

ENTERTAINMENT

Jennifer Paul (*Chair*)
Eva Au Yeung
Alex Crow
Nat Faith
Roland Garcia
Amy Hollaman

Nancy Hutson
Danielle Kramer
David Major, II
Stephanie Morehead
Stan Morrell
Phil Raybourn

HUMAN RESOURCES

Heather Barnes (*Chair*)
Lesly Birkner, ICAP
Adrea Gibbs, ICAE
David Gray, ICAE

Rachel Harper
Matter Heller, ICAE
Shaun T. McKeogh, ICAE

MARKETING

Jennifer Ross, ICAE (*Chair*)
Todd Andrus
Robert Arvidsson
Julie Baross
Jordan Carter
Tracy Durham

Jonathan R. Leer
Chris Ozimek
Valerie Schein
Angela Westerfield
Sondra Woods

THANK YOU

FAMILY ENTERTAINMENT CENTERS

Christine Buhr, ICAE (*Chair*)
Ann Kristin Angelsen, ICAE
Felipe Arteaga Cerda
Michael Browning, Jr.
Nicolas DiMatteo, ICAE
Jeremy Hoyum

Todd Maunsell
Jerry Merola
Trish Ritchie
Jay Trietley
Brandon Willey

FOOD AND BEVERAGE

Bernie Campbell, ICAE (*Chair*)
Tracey Bareno
Rob Gordon, ICAP
Tina Alice Griffith, ICAE
Nancy Hamlin

Doug Hemphill
Eugene Naughton
Lee Pitts
Jeff Whiting, ICAE

GAMES AND MERCHANDISE

Dave Sandstrom (*chair*)
Michael Baumann
Chris Buker
Donald S. Dalton, Jr.

Jim Mayall
Tony Sanders
Karilyn (Cookie) Wax
Jim Weigl

EXHIBITOR AWARDS

Mark Whitfield (*chair*)
Sinem Akay Piskin
Ann Kristin Angelsen, ICAE
Ryan Cherry
Tony Claassen, ICAE
Joann Cortez
Carlos S. Covarrubias
Alex Curavo, ICAE
Randal H. Drew
Lakeisha F. Dukes

(John) Walter Kerr, ICAE
Sherry Marshall
Kyle Morey
Gary Peck
Vincent Ronald Pijnenburg, ICAE
Layne Pitcher
Brian Rath
Michele Sheets
T.J. Slager

Marketing Excellence

BEST PUBLIC RELATIONS CAMPAIGN

“Dr. Diabolical’s Cliffhanger Tease & Announcement” by Six Flags Fiesta Texas

“360° Xafety” by Grupo Xcaret (ESH-ka-ret)

“Hershey’s Chocolate World Summer Road Trip” by Hershey’s Chocolate World

“Jersey Devil Coaster PR Campaign” by Six Flags Great Adventure

BEST RADIO OR STREAMING AUDIO COMMERCIAL

“Hershey’s Chocolatetown At Hersheypark Radio” from Hershey Park

“Dear Summer” from Morey’s Piers and Beachfront Water Parks

“Sharks Exhibit Advertising Campaign” from California Academy of Sciences

Live Entertainment Excellence

BEST ATMOSPHERIC STREET SHOW PERFORMANCE

“Magic Happens Here Parade” - Disneyland

“Heroic Encounters at Avengers Campus” - Disney’s California Adventure

“Merry Menagerie” - Disney’s Animal Kingdom

BEST LIVE EDUTAINMENT PERFORMANCE

“Tunnel Warfare” - Wanda Cultural Tourism Planning & Research Institute

“Orca Encounter” - SeaWorld Orlando

“Stick(y) Paint” - JM Music Design

MOST CREATIVE SPORTS OR STUNT SHOW

“Turn It Up” - Busch Gardens Tampa Bay

“Brickbeard’s Watersports Stunt Show” - Legoland Florida Resort

“Winter Wonderland on Ice” - SeaWorld Orlando

Games & Retail Excellence

BEST HARD GOOD ITEM

“Make Your Own Knife at the Dollywood Blacksmith & Foundry Shop” - Dollywood

“Candy Land Hershey Edition” - Hershey’s Chocolate World

“Retro Travel Poster Artwork” - National Roller Coaster Museum & Archives

BEST APPAREL

“Omega Mart Tattoo Chicken Ringer T-Shirt” - Meow Wolf Inc.

“Avengers Campus TEAM WEB Youth Jacket” - Disney Parks, Experiences and Products

“Cotton Clown Shirt” - Luna Park Sydney

BEST VISUAL MERCHANDISING

“Omega Mart Plenty Valley Produce Department” - Meow Wolf

“Gift Shop Event Network” for Georgia Aquarium

“The Trophy Room” at Tom Foolery’s Adventure Park Round Rock Texas

BEST MIDWAY GAME OPERATION

“Coca-Cola sponsored games” - Lagoon Amusement Park

“Games Operation” - Canobie Lake Park

“Rogue Gallery Games” - Farah Experiences

Human Resources Excellence

BEST EMPLOYEE ENGAGEMENT INITIATIVE | WITH ANNUAL ATTENDANCE *LESS* THAN 1 MILLION

“Be the Leader You Would Love to Follow” - Bollywood Parks Dubai

“Monthly Staff Surfs” - URBNSURF Melbourne

“We R.I.S.E Together: Resilience, Innovation, Sustainability, Engagement” - Enchanted Kingdom, Inc.

BEST EMPLOYEE REWARD AND RECOGNITION PROGRAM ATTRACTIONS | WITH ANNUAL ATTENDANCE *MORE* THAN 1 MILLION

“Work Here. Play Here. Win Here.” - Knoebels Amusement Resort

“Dollywood Personality Plaques Honor 30-Year Employees” - Dollywood theme park

“Team Member Engagement Program during the Pandemic” - Universal Beijing Resort

BEST EMPLOYEE ENGAGEMENT INITIATIVE | WITH ANNUAL ATTENDANCE *MORE* THAN 1 MILLION

“Yammer tool” - Farah Experiences

“Creating Memories” - Village Roadshow Theme Parks

“Hersheypark Leadership Development Internship” - Hersheypark

Marketing Excellence

BEST OUTDOOR ADVERTISEMENT

“Explore Wonder!” - Ripley’s Aquarium of Myrtle Beach

“Grandes Sonrisas (Bigger Smiles)” - Grupo Xcaret (ESH-ka-ret)

“Ripley’s Penguin Playhouse - Swimmer Penguin” - Ripley’s Aquarium of Myrtle Beach

“Savage Seas” - Ripley’s Aquarium of Myrtle Beach

BEST SOCIAL MEDIA CAMPAIGN

“Xcaret (ESH-ka-ret) México Spectacular Show Stream” - Grupo Xcaret

“Sleep with the Sharks Influencer Campaign” - Ripley Entertainment

“The Last Spin” - Fantasilandia

Top FEC of the World Award

TOP FEC OF THE WORLD AWARD

“Wild Island Coconut Bowl” - Sparks, Nevada

“Andretti Indoor Karting & Games” - Orlando, Florida

“Scene75 Entertainment Center” - Columbus, Ohio

Marketing Excellence

BEST DIGITAL MARKETING CAMPAIGN

- “Monster, King of Roller Coasters” - Gröna Lund
- “Hersheypark Digital Email Campaign” - Hersheypark
- “Webinar Wednesdays” - Gateway Ticketing Systems

BEST INTEGRATED MARKETING CAMPAIGN

- “Hershey’s Chocolatetown” - Hersheypark
- “Dear Summer” - Morey’s Piers
- “Spider” - Fantasilandia
- “Freedom Begins Here” - Xplor by Grupo Xcaret (ESH-ka-ret)

BEST TELEVISION OR DIGITAL VIDEO COMMERCIAL | WITH ANNUAL ATTENDANCE *LESS* THAN 1 MILLION

- “Video Escape to Winter” - Wet n’ Wild Brazil
- “Summer is NOW” - Typhoon Texas Waterpark
- “The Funplex TV Commercial” - Funplex
- “To Travel is To Live” - Lakewood Camping Resort

BEST TELEVISION OR DIGITAL VIDEO COMMERCIAL | WITH ANNUAL ATTENDANCE *MORE* THAN 1 MILLION

- “Vitamina X” - Grupo Xcaret
- “360° Xafety” - Grupo Xcaret
- “Monster - King of Roller Coasters” - Gröna Lund

Live Entertainment Excellence

MOST CREATIVE CHRISTMAS/HOLIDAY SHOW

“Happy Christmas Street Party” - Universal Studios Japan

“The Crystal Promise” - Universal Studios Japan

“Minnie’s Wonderful Christmastime Fireworks” - Walt Disney World

MOST CREATIVE HALLOWEEN HAUNT, SHOW, OR EXPERIENCE

“Oogie Boogie Bash: A Disney Halloween Party” - Walt Disney World

“Skin & Bones, the #1 Comedy Show in the UNDERWORLD” - Universal Studios Singapore

“Bollyween” - Bollywood Parks Dubai

MOST CREATIVE PROPERTY-WIDE EVENT | WITH ANNUAL ATTENDANCE *LESS* THAN 1 MILLION

Puy du Fou España

“Halloscream 8 - Infinite Fear” - Luna Park Sydney

“For The Love Event, Surfing & Lifestyle Series” - URBNSURF Melbourne

Live Entertainment Excellence

MOST CREATIVE PROPERTY-WIDE EVENT |
WITH ANNUAL ATTENDANCE ***MORE*** THAN 1 MILLION

“Gala of Lights” - Ocean Park Corporation

“Year of Magical Surprises, Shanghai Disney Resort’s 5th Birthday Celebration” - Shanghai Disney Resort

“Halloween Horror Nights” - Universal Studios Singapore

Games & Retail Excellence

BEST PLUSH ITEM

“Omega Mart Daikon Poseable Plushie Pal” - Meow Wolf Inc.

“Remy Feature Plush” - Disney Global Product Creation

“Polar Bear Round Plush” - Village Roadshow Theme Parks

Food & Beverage Excellence

BEST NEW MENU ITEM

“Burnt End Loaded Fries” - Cedar Point Amusement Park

“Chicken Taco Nachos” - Six Flags Over Georgia

“Reese’s Stuff Your Cup” - Hershey’s Chocolate World

Human Resources Excellence

BEST INNOVATION IN A TRAINING PROGRAM FOR AN ATTRACTION | WITH ANNUAL ATTENDANCE

LESS THAN 1 MILLION

“Silverwood University” - Silverwood Theme Park

“Meow Wolf 101: The Beginning” - Meow Wolf INC.

“Multi-Park Onboarding System” - Typhoon Texas Waterpark

BEST INNOVATION IN A TRAINING PROGRAM FOR AN ATTRACTION | WITH ANNUAL ATTENDANCE

MORE THAN 1 MILLION

“Guest Obsession: Four Pillars of GO!” - LEGOLAND Florida Resort

“Executive Mentorship Program” - Universal Beijing Resort

“HE&R F&B Spring Training 2021” - Hershey Entertainment & Resorts

Food & Beverage Excellence

BEST NEW FESTIVAL OR SPECIAL EVENT

“Cedar Point Frontier Festival” - Cedar Point

“Bites and Pints: Food and Drink Festival” - Kennywood

“Dollywood’s Flower and Food Festival” - Dollywood

Live Entertainment Excellence

MOST CREATIVE MULTIMEDIA SPECTACULAR

“El Sueño de Toledo (Toledo’s dream)” - Puy du Fou España SA

“Cedar Point’s Celebrate 150 Spectacular Night Show” - Cedar Point

“La Clé des Songes” - Futuroscope

BEST THEATRICAL PRODUCTION AT AN ATTRACTION | WITH ANNUAL ATTENDANCE *LESS* THAN 1 MILLION

“EL ÚLTIMO CANTAR (The Last Song)” - Puy du Fou España

“El Sueño de Toledo (Toledo’s dream)” - Puy du Fou España

“A PLUMA Y ESPADA (Pen and Sword)” - Puy du Fou España

BEST THEATRICAL PRODUCTION AT AN ATTRACTION | WITH ANNUAL ATTENDANCE *MORE* THAN 1 MILLION

“The Great Christmas Invention” - Universal Studios Singapore

“Xcaret Mexico Spectacular” - Grupo Xcaret

“Mickey’s Storybook Adventure” - Shanghai Disneyland

BEST PERFORMER

“Obie” - Universal Studio Singapore

“Haylee Haggard” - Dollywood Parks and Resorts

“Caleb Brown” - Dollywood Parks and Resorts

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