FOR IMMEDIATE RELEASE

Fiesta Flambeau Parade Association Wins 13 International Awards for 2026 "Adventures in Toyland" Parade

SAN ANTONIO, TEXAS — October 14, 2026 — The Fiesta Flambeau Parade Association proudly announces that its 2026 "Adventures in Toyland" parade received 13 international awards at the International Festivals & Events Association (IFEA) Convention in Tucson, Arizona. The Association's 2025–2026 Board of Directors earned five Gold, three Silver and five Bronze Pinnacle Awards, recognizing excellence in marketing, creativity, innovation and event promotion.

The prestigious IFEA/Haas & Wilkerson Pinnacle Awards recognize outstanding achievements by festivals and events from around the world. Competing alongside leading international events, the Fiesta Flambeau Parade Association received the following honors:

GOLD AWARDS — 5

- Best Organization E-Newsletter
- Best Event Website
- Best Organization Website
- Best Event Mobile
- Best Pin or Button

BRONZE AWARDS — 5

- Best TV Promotion
- Best Single Magazine Display Ad
- Best Commemorative Poster
- Best Outdoor Billboard / Signage
- Best Street Banner

SILVER AWARDS — 3

- Best Event Program / Guide
- Best Promotional Photograph
- Best Pin or Button

"These awards represent much more than outstanding marketing materials. They reflect the vision, dedication and teamwork of our 2025–2026 Board of Directors, volunteers, sponsors and community partners," said Erwin J. De Luna, 2025–2026 Association President. "When people come together with a shared vision, support one another and remain focused on moving an organization forward, incredible things can happen."

As America's Largest Illuminated Night Parade, the Fiesta Flambeau Parade continues to showcase San Antonio on an international stage. The 2026 "Adventures in Toyland" celebration featured more than 10,000 participants, 66 illuminated floats, 47 marching bands and 67 community dance groups, creating an unforgettable Fiesta experience.

Five Gold. Three Silver. Five Bronze. Thirteen International Awards. One incredible year. These honors reflect the Association's commitment to excellence and the extraordinary teamwork that made "Adventures in Toyland" a year to remember.

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