

**For Immediate Release**

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## **IndyFringe Wins \$25,000 Cultural Tourism Prize**

IndyFringe won the 2009 Efroymsen Award for Excellence in Cultural Tourism Development \$25,000 prize.

Awarded during the Indiana Cultural Tourism Conference, IndyFringe was recognized for having the best cultural tourism campaign in Indiana in 2008. Sixteen other organizations competed for the prize. The prize is made possible through a grant from the Efroymsen Family Fund, a CICF fund.

IndyFringe is a 10-day cutting-edge arts event. Local and international artists present original works in drama, dance, multi-media, magic, comedy and cabaret in six theatres located on eclectic Massachusetts Avenue. The festival draws 10,000 to the theatres and another 6,500 to the VisualFringe galleries and free outdoor stage.

"The Efroymsen Cultural Tourism award comes at a critical time for the Fringe Festival," said Pauline Moffat, executive director of IndyFringe. "Being one of the newest events in Indianapolis, we have found our funding cut dramatically. The \$25,000 award allows us to build on the foundations of the 'A Visually Exciting Cultural and Retail Thread for Mass Ave' campaign, and market the fifth festival to a wider audience who we know are looking for value for money and free experiences in these tough economic times."

Judges for the prize noted one of the most creative aspects of IndyFringe is that it shares all gate receipts with the performing artists. Therefore, everyone involved has a stake in the event's success. IndyFringe is an excellent model for using the arts as a tool to promote tourism and an attraction that Indiana communities can emulate.

The fifth IndyFringe will begin August 21, 2009, featuring 53 performers, 270 shows, six stages, and 10 days of splashy spectacle, provocative pageantry and outrageous outbursts of off-beat theatrical fun.

The IU Department of Tourism, Conventions and Event Management at IUPUI hosts the annual cultural tourism conference. Created in 1969 as a partnership between Indiana and Purdue Universities and destined to be the state's premier urban public research institution, IUPUI is a place where IMPACT is made. More than 30,000 students are enrolled in IUPUI's 20 schools and academic units, which offer degrees in more than 200 programs.