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## **The 2016 Cleveland National Air Show Receives Top Honor at the International Council of Air Shows Convention**

**CLEVELAND, OH (December 16, 2016)** – The Cleveland National Air Show (CNAS) was the Gold Recipient of a Pinnacle Award in the Large Civilian Air Show category at the International Council of Air Shows (ICAS) convention held on December 7<sup>th</sup> in Las Vegas. The ICAS Pinnacle Award program recognizes excellence in all areas of the air show industry and presented platinum and gold Pinnacle Awards to 13 outstanding air show programs in seven categories at its 49<sup>th</sup> annual convention.

The ICAS Convention is the single largest gathering of air show professionals in the world, and the awards given at the convention are the most prestigious in the air show industry. The Pinnacle Awards program recognizes performer, support services and air show organizer programs that demonstrate ingenuity, achievement and professionalism. Pinnacle Award recipients implemented and executed programs which brought greater recognition and awareness, effectiveness and efficiency to their air show.

A panel of air show industry subject matter experts assessed each entry based exclusively on the information contained in the submitted entry packet. Each submission was considered on its own merit and scored individually on its purpose, innovation, feasibility, project planning and documentation, and overall execution. The Cleveland National Air Show's Pinnacle Award was a direct result of their efforts to engage a younger demographic via the use of a Snapchat geofilter which was used more than 3,000 times and viewed more than 105,000 times.

The Cleveland National Air Show is Cleveland's Labor Day Weekend tradition with three days of aerial thrills. The 2017 Air Show will feature the U.S. Air Force Thunderbirds as headliners on Labor Day weekend (Sept. 2, 3 & 4) at Burke Lakefront Airport. For more information, please visit [www.clevelandairshow.com](http://www.clevelandairshow.com) or call (216) 781-0747.

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*The Cleveland National Air Show has been Northeast Ohio's Labor Day Weekend Tradition since 1964, attracting 60,000 to 100,000 visitors to Burke Lakefront Airport and making it one of the region's largest annual events. It is produced by Cleveland National Air Show, Inc. a 501(c)(4) not-for-profit Ohio corporation that relies on sponsorship and community support to offset the costs of producing the event. The Air Show has an annual economic impact of \$7.1 million+ on the City of Cleveland.*