



LOCAL EVENT PRODUCER, BOBBY RODRIGUEZ WINS THE STATE'S PREMIER FESTIVAL AND EVENTS AWARD

Rodriguez's Production Company Also Awarded Four Additional Red Baron Media Awards

Fort Lauderdale, FL – (July 27, 2005) Bobby Rodriguez, producer of the Florida Renaissance Festival and Cajun Zydeco Festival, was recently awarded the 2005 SUNsational Professional of the Year by the Florida Festivals and Events Association at the 11th Annual Convention and Trade Show in Sarasota.

This award is the highest level of achievement by a festival executive and is awarded annually to a professional who contributes to the success and value of the festival and event industry in Florida.

In addition to producing the Florida Renaissance Festival and Cajun Zydeco Festival, Rodriguez has managed and produced more than 100 social and corporate events, 3 Japanese festivals, an Italian festival, a jazz festival and a 30-day Hispanic Heritage Festival. In addition to producing festivals, Rodriguez is a musician and philanthropist donating his time and expertise to several local festivals and non-profit organizations and has donated over \$100,000 over the past 10 years to deserving non-profit organizations.

In addition to the SUNsational Award, Rodriguez's production company also won four Red Baron Media Awards at the FFEA conference. The Florida Renaissance Festival won first place awards for Best Photograph and Best Poster in the budget category of \$500,000 and above. The Cajun Zydeco Festival won first place awards for Best Photograph and Best Brochure in the budget category of \$99,000 and below.

"This is one of the most highly-competitive and prestigious awards programs in the festival and event industry. I am so honored to be recognized by my peers," said Rodriguez.

FFEA is a not-for-profit association dedicated to providing support to festival, event, and fair organizers in the state of Florida through education, networking, dissemination of information and the cultivation of high standards. FFEA has a membership of 350 event organizations representing more than 750 events throughout the state of Florida. For more information on FFEA contact Eleanor Krusell, Executive Director at 561-736-7071. For more information on Bobby Rodriguez Productions contact 954-776-1642 or visit www.Ren-Fest.com and www.Cajun-Fest.com.