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## **Winnipeg Firm Recognized as Finalist in National Event Awards**

*...Strauss named as finalist in national Star Awards  
for event management of Words & Deeds Award Dinner...*

**Winnipeg, MB – March 18, 2008** – The huge success of last fall’s Words & Deeds Leadership Award dinner has launched Winnipeg-based events firm Strauss into the stratosphere of finalists in the national Star Awards. Strauss Event & Association Management has been named as a finalist in two categories for its work as Event Manager on the Words & Deeds event: “Best Event Produced For A Charitable Organization” and “Most Outstanding Event Raising Over \$300,000”.

“Strauss is delighted to be named as a finalist for these awards – especially since it helps to put Winnipeg, as well as Strauss, on the national stage showcasing the world-class work that is being done in our city,” said Jonathan Strauss, President, Strauss. “Everyone who worked on the Words & Deeds Leadership Award Dinner should be very proud of their accomplishments for an amazing night, that is still being talked about months later, and even more importantly raising \$450,000 for the Canadian Museum of Human Rights and the Jewish Federation of Winnipeg.”

The Star Awards are the jewels of the Canadian Events Industry Awards [CEIA] presented annually by Canadian Event Perspective Magazine. The CEIA is a national award program which recognizes outstanding achievements in Canadian special events. Award winners will be named at an awards gala in Toronto on April 2, 2008.

“In recent years the business of fundraising events has grown tremendously in Winnipeg. With this national recognition, the spotlight will only shine brighter on Winnipeg’s fundraising and events industry,” added Strauss. “The Words & Deeds event broke new ground in the fundraising industry – raising the bar in all aspects of fundraising events from entertainment to production values to strategic management and we are honoured to have played a role in its success.”

### **About Words & Deeds Leadership Awards Dinner**

The objective of the annual *Words & Deeds Leadership Award Dinner* is to recognize contributions people make to better our communities and society. The event demonstrates that - through their *words and deeds* - the work of a few can benefit an entire community. At the Words & Deeds Awards Dinner held for the first time in Winnipeg in October 2007, The Jewish Federation of Winnipeg with the Canadian Council for Israel and Jewish Advocacy presented the Award to the Richardson Family, which is celebrating its 150<sup>th</sup> anniversary in business, for their contributions to Winnipeg, Manitoba, and Canada.

For the awards gala, attended by 1,200 people including the who's who of high-profile families, business executives and politicians, Strauss transformed the Winnipeg Convention Centre from free span space to an elegant venue. The concrete walls were draped and a 175-foot feature wall had graphics projected across it using mega projection technology. Guests were entertained by Manitoba's four premier cultural groups; Manitoba Opera, Winnipeg Symphony Orchestra, Royal Winnipeg Ballet and Manitoba Theatre Centre, appearing for the first time on the same stage to pay tribute to the honorees. The event raised \$450,000 for the Canadian Museum of Human Rights and the Jewish Federation of Winnipeg.

**About Strauss**

Based in Winnipeg, Manitoba, Strauss is one of Western Canada's leading event and association management firms. Strauss' current and past client list includes the Rotary Career Symposium, Pedorthic Association of Canada, Canadian Diabetes Association and TELUS. For more information visit: [www.strauss.ca](http://www.strauss.ca).

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