



For Immediate Release
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Wings Over Wayne Air Show Receives Top Recognition as Event of the Year

Goldsboro, NC— Wings Over Wayne Air Show has been crowned Event of the Year, the most prestigious award given by the NC Association of Festivals & Events (NCAF&E). The award was announced at the 2018 ShowFest Conference in Charlotte, NC on January 28-29, 2017, and it was accepted by Ashlin Glatthar, Director of Travel & Tourism for Goldsboro-Wayne County, on behalf of the event. This award is a tremendous honor for both the city of Goldsboro and Seymour Johnson AFB.

“Wings Over Wayne Air Show gives back to our community in ways that are hard to define. It’s become more than a recruitment tool or a feel-good event. It’s become part of our community’s legacy, and even that of our state’s, as it has grown to be the largest air show in North Carolina. We can measure the economic impact that the event has on our region, but it’s impossible to measure the countless hours given by the service men and women stationed at SJAFB who are a part of the planning and execution of the event. I’m thrilled that this award recognizes their extraordinary dedication that makes the air show a success,” said Ashlin Glatthar.

Visit Goldsboro, also known as the Goldsboro-Wayne County Travel & Tourism Office, nominated Wings Over Wayne Air Show held on May 20th & 21st 2017 for Event of the Year because of the extraordinary growth and impact this event has on local, regional, and state levels. The air show surpassed the status quos of past years setting new records for itself with the most funding raised, highest volunteer participation, and record-breaking attendance of 230,000 for the two-day event. “For the first time in 2017, our office conducted on-the-ground surveys collecting data from about 300 attendees at the air show. From the answers, we were able to determine where our visitors are coming from, which advertising methods were most successful, and percentage of people who stayed the night in hotel/motels,” said Ashlin Glatthar.

NCAF&E was established in late 1980’s and is an organization comprised of festival and event coordinators, key volunteers, and vendors to the event industry across North Carolina and neighboring states. It serves as a forum to support its members by facilitating training and networking opportunities, and sharing information and resources. The organization hosts ShowFest—Event Innovators Conference & Trade Show each year in Charlotte, NC to bring event planners together to learn and to be recognized for the contributions their events and festivals have on their community. The award committee for ShowFest is made up of four judges, who are nonmembers of NCAF&E and industry experts in the event planning industry. When deciding the winner of this year’s top award for Event of the Year, the judges announced that Wings Over Wayne Air Show was “chosen for their community partnership and the survey of the attendees.”

Goldsboro’s accolades continued with the Rising Star Award going to the Beak Week Poultry Festival held on September 9, 2017. This honor is given to an event that is less than 5 years old and has demonstrated

growth and established significance in its community. “It takes a lot to grow an event. It’s a culmination of teamwork, generous sponsors, and genuine drive to make the community a better place. Those are the ingredients that have taken the initial crowd size of 3,000 in 2013 to a whopping 15,000 in 2017. Since day one, the Beak Week Committee has consisted of many local nonprofits and city government departments. You can have the best committee around but without the right kind of support, those ideas will not get far. Beak Week has amazing sponsors that not only contribute their dollars but their time as well,” said Lynn Grantham, Marketing & Special Events Supervisor for Goldsboro Parks and Recreation.

The accolades continued for Wayne County as The NC Pickle Festival in Mount Olive, NC was recognized for their creative design of the commemorate pickle ornament and the event tabloid produced by the *Mount Olive Tribune*. “I am excited that the North Carolina Pickle Festival, for the 23rd consecutive year, has been recognized as one of the outstanding festivals in the state,” said Julie Beck, the Mount Olive Chamber of Commerce President and NC Pickle Festival Director. This year, we won for Best Merchandise and Best Print Media. The competition is tough, but we are DILLighted to know that our consistent and creative approach in marketing the festival gave us this honor that allows us to call the NC Pickle Festival an award-winning event.”

Overall, Wayne County brought home four awards from the Charlotte based conference, marking its most decorated year yet: Best Merchandise, Best Print Media, Rising Star Award, and the ultimate recognition in the state going to Wings Over Wayne Air Show for Event of the Year.

Wings Over Wayne Air Show is a biannual event scheduled in odd-numbered years. The U.S.A.F. Thunderbirds will be headlining the next Wings Over Wayne Air Show scheduled for April 27th & 28th 2019 at Seymour Johnson AFB in Goldsboro, NC. The event is free and open to the public.

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For more information, contact Ashlin Glatthar, Tourism Director for City of Goldsboro, (919) 734-7922 or aglatthar@goldsboronc.gov.



Ashlin Glatthar receiving award for Event of the Year on behalf of the Wings Over Wayne Air Show



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Ashlin Glatthar and Julie Beck being recognized for 4 awards in Wayne County: Best Merchandise, Best Print Media, Rising Star Award, and Event of the Year



