

NEWS RELEASE

For Immediate Release

Contact: Crystal Cantrell
Lake Gaston Awning
(434)636-3848

Lake Gaston Awning wins IFAI 2010 International Achievement Award

(Roseville, MN – Oct. 30, 2010) –Lake Gaston Awning, Bracey, VA, was recognized with the 2010 International Achievement Award (IAA) presented by the Industrial Fabrics Association International (IFAI) for design excellence in specialty fabrics applications.

Lake Gaston Awning received an **International Achievement Award** for its Walkway Cover project. The project was recognized in the competition's Residential Awnings category. This Awning Project is at the home of Ron and Debbie Wilder on beautiful Lake Gaston.

The award ceremony took place at IFAI Expo Americas 2010 at the Orange County Convention Center in Orlando, Fla., where the annual trade event ran from Oct. 27-29. IFAI Expo is the largest specialty fabrics trade show in the Americas.

For more than six decades, the IFAI International Achievement Awards (IAA) has recognized excellence in design and innovation, highlighting truly spectacular work in the specialty fabrics industry.

This year marks the 63rd annual IAA competition. Entrants were encouraged to submit projects and compete in 29 categories. In all, IFAI received 383 entries from 13 countries. Entries were judged by industry experts, editors, architects, educators and design professionals who were selected for their knowledge in a particular field of study or product area. Winners were selected based on complexity, design, workmanship, uniqueness and function.

IFAI encourages specialty fabric projects of all sizes and type. The goal of the International Achievement Awards is to promote awareness of the specialty fabrics used in thousands of products and applications. All IAA entries receive prominent recognition at the annual IFAI Expo. Entrants receive additional publicity through coverage in IFAI magazines, as well as through press releases sent to media professionals.

The International Achievement Awards competition is sponsored by IFAI, a not-for-profit trade association whose 2,000 member companies represent the international specialty fabrics marketplace.

Photos and detailed project descriptions of the award winners are available at <http://www.ifaipublications.com/iaa/>.