



EVENT DESIGN & PRODUCTION  
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FOR IMMEDIATE RELEASE, Please  
March 10, 2008

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## Local Event Planner Receives Regional, National and International Awards for Staging Event in a Cemetery

### INTERNATIONAL: Gala Award

At the conclusion of the January 2008 Special Event Convention in Atlanta, the best-of-the-best in the special event industry worldwide were honored at a black-tie ceremony held at the Georgia World Congress Center. The Gala Awards, equivalent to the Oscars, have been awarded each year since 1986 by Special Events Magazine to recognize the top professionals in fields such as event design, production, tenting, lighting, floral, and catering.

Ingrid E. Lundquist, CSEP owner of The Lundquist Company was honored with a Gala Award for Best Event Marketing Campaign for her design and production of the *Rededication of Matthew Kilgore Cemetery*. The cemetery event reflected her keen ability to intertwine business goals with event design to create a dramatic impact.

The rededication of a 133 year old pioneer cemetery in City of Rancho Cordova, CA, included a New Orleans style jazz funeral and procession complete with brass band, city leaders twirling parasols, two white Percheron horses dressed in official mourning attire pulling a funeral carriage driven by an undertaker in period costume, a casket filled with bunches of flowers representing the souls of the dead, a wagon carrying reclaimed cemetery headstones, three Clergy, and 133 spectators watching 234 jubilant hanky waving parade participants sway to the music. The pine casket was lifted off the carriage to the ground near the ceremony site and after the ceremony, guests were

invited to take a floral bouquet and place it at the grave site of their loved one. The event drew five times the number of guests originally expected while maintaining a balance of celebration and decorum.

The Rededication of Matthew Kilgore Cemetery won over finalist entries submitted by CIRC Corporate Experience, Weisbaden, Germany for a Caterpillar machinery corporate event; and VOX Entertainment, El Segundo, CA for a 38 city Baskin Robbins tour.

Members of the Special Events Magazine Advisory Board, made up of leaders in the event profession, spent three days in October at the magazine's offices in Pacific Palisades, California, for the first three rounds of judging. The Board reconvened at the beginning of the convention to select the finalists. In total, the winning entries went through five rounds of judging. This year, the magazine received 330 entries in 35 categories from Canada, China, Denmark, England, France, Germany, India, Ireland, Jamaica, Mexico, Spain, United Arab Emirates and the United States. Of the 104 finalist events, three were produced by The Lundquist Company:

*Gala Award nominations for The Lundquist Company, Roseville*

Best Event Marketing Campaign,

*Rededication of Matthew Kilgore Cemetery (Gala Award winner)*

Best Fair/Festival,

*First 5 Sacramento Children's Celebration*

Best Event Produced for a Corporation overall budget under \$100,000,

*Rededication of Matthew Kilgore Cemetery*

### **NATIONAL: Silver Circle Award (second place)**

3CMA is the national City-County Communications and Marketing Association representing the local governments and showcasing innovative new and better ways of communicating with their citizens. The 3CMA "Savvy" awards have been presented since 1988. The 2007 Savvy awards boasted more than 800 entries with three awards given in 35 categories. The Savvy judges called the cemetery event "A well thought out and executed project that balanced the need to celebrate the rededication of a cemetery with the desire to respect the dead and the living. Very Savvy indeed."

**REGIONAL: Celebration Award (first place)**

The *Rededication of Matthew Kilgore Cemetery*, received First Place “Celebration” Awards in the category of *Best New Idea* at the CalFest Convention held in February in Santa Rosa, CA. CalFest is the professional organization of festival and event producers located in California and Nevada. Judges evaluated entries based on substance, originality, style, concept, copy, graphics, and production. More than 125 entries were received. Entries were divided into three major categories under \$50,000; \$50,000 – 150,000; and \$150,000+. The Rededication of Kilgore Cemetery was in the first category along with event entries from the Mountain Mandarin Festival, the Marine Corps Air Station Miramar for the Lewis Black Comedy Show, the Encanto Street Fair, the Exchange Grand Opening in the City of Atascadero, and Hot El Camino Cruise Nights.

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The Lundquist Company, based in Roseville, CA, specializes in the production of high profile events for corporations and non-profit cultural organizations. All events are designed and produced under the direction of Ingrid E. Lundquist, CSEP. The CSEP (Certified Special Event Professional) designation is the highest certification of the International Special Events Society. Ingrid is the only CSEP in Northern California.

Photos attached:

- 1) Ingrid E. Lundquist, CSEP receiving Gala Award at The Special Event convention in Atlanta.
- 2) Horse drawn carriage inside the cemetery. (Costumed Undertaker, Tommy Elledge)
- 3) Casket filled with floral bouquets being lifted off the carriage onto the ground.  
(Costumed Undertaker, Tommy Elledge with Vintage Carriage Company)