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- How to volunteer, where to donate
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- Business notebook: 10th Annual Texas Career Expo to be held at Montgomery College
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- East Texas racism subtle but persistent
- Jasper comes to grips with its image
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- PERSONAL STORIES
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East End/Third Ward News

EMAIL THIS STORY PRINTER FRIENDLY FORMAT

Oct. 24, 2006, 11:19AM

Holiday event gets recognition

The 2005 Wal-Mart Posada & Laser Show, an annual Christmas event that celebrates family, tradition and multiculturalism, recently was honored by International Festivals & Events Association.

The Bronze Pinnacle Award, awarded for best program within an event to benefit a charity in the category of events with budgets under \$250,000, was presented at the organization's 51st Annual Convention & Expo in Ontario, Canada.

Wal-Mart, the Posada's primary sponsor, presented checks for \$50,000 and \$35,000 to the Spring Branch Education Foundation. Sponsored by Haas & Wilkerson Insurance, the professional competition drew 1,380 entries this year from among the world's top festivals and events.



The 2005 Wal-Mart Posada & Laser Show, which was produced by Spring Branch activist Victor Alvarez, who developed Spring Branch's Posada program in 2003, also received five honors during marketing awards competition at the Texas Festivals and Events Association Conference in San Antonio. This year's 2006 Wal-Mart Posada & Snow Fantasy will be held from 6-9 p.m. Dec. 13 at Wal-Mart Supercenter, Gulf Freeway South and Almeda; and 6 -9 p.m. Dec. 14 at Wal-Mart Neighborhood Market, 7960 Long Point at Wirt Road.

Alvarez said Wal-Mart has committed a donation of \$85,000. Visit www.ifea.com and www.multiculturalfest.com

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