



INTERNATIONAL  
SPECIAL EVENTS SOCIETY

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**PRESS RELEASE**  
Contact: Cindy Y. Lo

**Red Velvet Events, Inc.  
NOMINATED FOR an ISES ESPRIT AWARD  
International Special Events Society**

Cindy Y. Lo, President/Owner of Red Velvet Events, Inc., Austin, Texas has been nominated for the prestigious ISES Esprit Awards from the International Special Events Society (ISES) in the category of Most Creative Solution. Cindy has been a special event professional for nearly 6 years. In that time, Cindy has been nominated for 2 previous ISES Esprit Awards and Texas Star Awards and the actual winner of a 2007 ISES Esprit Award and 2007 Texas Star Award.

The Most Creative Solution event nominated for a 2008 ISES Esprit was for an event produced in Austin, Texas for a private personal client. The treacheries of money and politics can still affect a well planned event. Red Velvet Events were tasked to help their client protect his investment AND along the way, became advocates for Austin's beloved lakes.

ISES honors industry excellence through its prestigious awards program, the ISES Esprit Awards which fuel a spirit of competition within designated categories. ISES Esprit Awards gain global visibility and recognition for ISES members. It honors special event professionals who exhibit a "spirit of excellence" in their work. The importance of global industry recognition helps improve industry standards internationally and further promote our professionalism. ISES is dedicated to recognizing excellence in events and honoring those individuals whose vision and creativity make their events "Special." ([www.ises.com](http://www.ises.com))