

## **Southeast Tourism Society Selects ShamRockin' for a Cure as an 'STS Top 20 Event' Another Year**

ATLANTA, Ga., 01/01/20 – Southeast Tourism Society has named ShamRockin' for a Cure one of the STS Top 20 Events in the Southeast for March 2020.

This year's event is March 21, 2020 and this is the second year it has been recognized as a Top 20 event. The STS Top 20 Festival and Event Awards have highlighted programs around the Southeast since 1985.

Travel industry experts select 20 events per month, and STS publicizes them throughout the United States. The complete list is published on two websites: [Southeast Tourism Society](#) and [Travel Media Press Room](#).

ShamRockin' for a Cure, in its 12<sup>th</sup> year, has raised \$3 million for the Cystic Fibrosis Foundation. The event brings together 1,000+ for a night filled with 30+ food vendors, open bar, an extensive live and silent auction, live music, and more.

All proceeds support the mission of the Cystic Fibrosis Foundation to cure cystic fibrosis and to provide all people with CF the opportunity to lead long, fulfilling lives by funding research and drug development, partnering with the CF community, and advancing high-quality, specialized care.

For 35 years, STS has been spotlighting the best festivals and events in the Southeast with our Top 20 Festival and Events program. Our goal is to highlight the efforts of devoted event organizers and provide additional media exposure and accolades for their events," said Monica Smith, president and CEO of the Southeast Tourism Society. "The Southeast offers so many unique, year-round, opportunities for tourists and festival-goers to create memories and support the tourism industry—a vital economic generator for communities."

Events considered for the STS Top 20 recognition must be at least three years old and have attendance of at least 1,000. The online nomination link and submission deadlines are available at [SoutheastTourism.org](#) or by calling 770-542-1523.

STS, founded in 1983 and headquartered in Roswell, Ga., is a non-profit organization dedicated to promoting travel and tourism within 12 states – Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia.

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