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**FOR IMMEDIATE RELEASE**

**IAAPA selects &Barr as IAAPA Expo Creative Partner**

**ORLANDO, Fla. (April 24, 2025)** – &Barr announces it has been selected by the International Association of Amusement Parks and Attractions (IAAPA) for creative and media services to develop a comprehensive marketing and branding strategy for their IAAPA Expo events. This partnership aims to elevate member experience, increase member engagement and further solidify IAAPA’s position as the global leader in the attractions industry. IAAPA adds to &Barr’s growing portfolio of notable clients within the tourism and entertainment industries.

“As we continue to elevate the global presence of IAAPA Expos, we’re pleased to welcome &Barr as our creative partner,” said Jakob Wahl, president and CEO of IAAPA. “Their strategic insight, creative expertise, and deep understanding of the attractions industry will help us elevate our brand, increase member engagement, and drive continued growth and innovation across our global Expos.

&Barr's creative team will develop innovative concepts aligned with IAAPA's branding, designed to enhance visibility and drive engagement at both local and global levels. Additionally, &Barr's media team will lead media planning and buying efforts, specifically emphasizing market expansion and member growth opportunities in all current and future markets.

“At &Barr, we believe in the power of meaningful experiences—and few organizations embody that spirit better than IAAPA,” said Pete Barr Jr., president and CEO of &Barr. “For nearly seven decades, &Barr has partnered with brands that not only move people but inspire them. We're honored to partner with IAAPA to support their goal of advancing the global attractions industry. Together, we’re committed to celebrating creativity, elevating guest experiences and delivering award-winning work.”

## **About &Barr**

&Barr is a full-service advertising agency providing integrated services, including branding; creative; public relations; account service; social media; and traditional and digital media and analytics. As Florida's oldest, largest, independently owned agency, &Barr serves a diverse roster of national and international brands, including Florida's Space Coast Office of Tourism, Massey Services, Rosen Hotels & Resorts, Space Coast Credit Union and the YMCA of Central Florida, among others. Celebrating more than 67 years in business, &Barr's headquarters is located on Lake Eola in the heart of downtown Orlando, Fla., and the company is proud to be a locally founded, multi-generational, family-owned agency. For more information, visit [www.andbarr.co](http://www.andbarr.co).

## **About The International Association of Amusement Parks and Attractions (IAAPA)**

IAAPA is a diverse and dynamic community of global attractions professionals. As the largest international trade association for permanently located attractions, IAAPA unifies the attractions community, connects people to learn and grow together, and strives to promote the highest professional standards for excellence and safety around the world.

Founded in 1918, IAAPA represents leading industry attractions and supplier companies, consultants, and individual members from more than 100 countries. Members include professionals from amusement parks, theme parks, attractions, water parks, resorts, family entertainment centers, zoos, aquariums, science centers, museums, cruise lines, manufacturers, and suppliers.

The association's global headquarters and North America office are in Orlando, Florida, U.S. IAAPA also maintains offices in Brussels, Belgium; Dubai, United Arab Emirates; Hong Kong SAR, China; Shanghai, China; and, Mexico City, Mexico. Visit [IAAPA.org](http://IAAPA.org) or connect through IAAPA's social media channels: @IAAPAHQ #IAAPA