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## **Woodfordia Wins Prestigious Jiapich Award for Outstanding Contribution to Intangible Cultural Heritage**

Jeonju, South Korea— Woodfordia, an innovative organisation dedicated to preserving and promoting intangible cultural heritage, has been awarded the highly coveted Jiapich Award on Saturday in a spectacular ceremony held in Jeonju, the historic city of South Korea. The Jiapich Award, sponsored by UNESCO and the City of Jeonju is an internationally acclaimed accolade, recognizing exceptional efforts and contributions to the preservation and promotion of intangible cultural heritage worldwide.

The Jiapich Award is a testament to Woodfordia's commitment to safeguarding the world's cultural diversity and heritage. Woodfordia's initiatives and dedication have made a profound impact on preserving traditions, fostering cultural appreciation, and connecting communities.

The award ceremony took place in the enchanting surroundings of Jeonju, South Korea's old city, renowned for its rich cultural history and traditions. It was attended by prominent dignitaries, cultural enthusiasts, and representatives from various nations, all gathered to celebrate Woodfordia's remarkable accomplishments.

The accolade reflects Woodfordia's extraordinary work in preserving intangible cultural heritage through a multitude of programs and initiatives, such as cultural festivals, workshops, documentation, and awareness campaigns. These efforts have not only safeguarded endangered traditions but have also empowered communities, fostered cross-cultural understanding, and brought global attention to the value of preserving intangible cultural heritage.

Upon receiving the Jiapich Award, Woodfordia Spokesperson/Founder/Bill Hauritz AM, expressed Woodfordia's profound gratitude and dedication to the cause, stating, "This award belongs to the countless organisers, staff and volunteers who have worked to celebrate our world's rich tapestry of intangible cultural heritage. It serves as a reminder that our collective efforts can truly make a difference in preserving our cultural legacies for generations to come."

Woodfordia's dedication to the preservation of intangible cultural heritage has touched the lives of hundreds of thousands, creating bridges between generations and cultures. The Jiapich Award recognizes Woodfordia's outstanding contributions in this vital area and celebrates the organisation's commitment to cultural diversity and heritage conservation.

As the Jiapich Award brings global recognition to Woodfordia's mission, it is a call to action for societies worldwide to value and protect their intangible cultural heritage.

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