



The Way Up Creative Group Named 2026 DFW Favorites Silver Award Winner for Event Planner

Mansfield-based marketing communications and events agency recognized in the Fort Worth Star-Telegram's community-voted DFW Favorites awards

FOR IMMEDIATE RELEASE

MANSFIELD, Texas, May 31, 2026 — The Way Up Creative Group LLC has been named a **2026 DFW Favorites Silver Award Winner in the Event Planner category**, in recognition of the agency's event planning and production work throughout the Dallas-Fort Worth area.

Produced by the *Fort Worth Star-Telegram*, **DFW Favorites** is an annual community-voted awards program recognizing businesses and professionals serving North Texas.

"Silver looks pretty good on us," said **Tracee T. Holloway, founder and CEO of The Way Up Creative Group**. "We're grateful to everyone who voted for us, trusted us with their events, referred us and supported our business along the way. We genuinely love helping bring memorable events and experiences to life, so being recognized by the community for that work means a lot."

The Mansfield-based integrated marketing communications and events agency works with businesses and nonprofit organizations to produce events that bring their brands and missions to life. Holloway has managed or supported event experiences for organizations including the **University of Texas at Arlington, the National Kidney Foundation, the National Association of Minority Contractors, the Golden Shovel Awards, Ziglar, and The Shops at RedBird**.

Recent projects have included concerts, galas, conferences and community celebrations. For the RedBird 50th Anniversary Celebration, The Way Up Creative Group provided event management and operational support for a multi-event weekend featuring a 5K run, an outdoor block party, and a gospel brunch. The weekend collectively served more than 1,200 attendees.



In addition to client projects, the agency hosts its own events tailored for small businesses in North Texas. Through her role as an Alignable Ambassador, Holloway leads the **Alliance of North Texas Power Hour**—a regular networking meetup where local entrepreneurs can establish connections and unlock growth opportunities.

The DFW Favorites honor adds to Holloway’s previous community recognition as **Alignable’s Mansfield Local Business Person of the Year in 2022, 2024 and 2025**.

For Holloway, the Silver Award reflects the continued evolution of The Way Up Creative Group’s event work beyond traditional planning.

“An event is another way people experience your brand,” Holloway said. “We want the people in the room to understand what the organization is about and walk away feeling that the experience was intentional.”

The Way Up Creative Group plans to continue expanding its event production work while creating more opportunities that bring businesses and communities together across North Texas.

About The Way Up Creative Group

The Way Up Creative Group LLC is an integrated marketing communications agency based in Mansfield, Texas, serving businesses and nonprofit organizations throughout Dallas-Fort Worth and beyond. Through branding, public relations, marketing and events, the agency helps organizations communicate their value, strengthen their visibility and create meaningful connections with the audiences they serve.

Its event services range from strategic planning and production management to event marketing and on-site execution.

For more information about The Way Up Creative Group and its event services, visit TheWayUpCreative.com/events.

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