

ePRESS RELEASE
April 1, 2010
For Immediate Release

20th Anniversary Cherry Creek Arts Festival
Denver, Colorado, USA
July 3, 4, 5, 2010

Contact Information:
R. Tony Smith
+1.303.355.2787 x203
tonysmith@cherryarts.org
<http://www.CherryArts.org>

CHERRY CREEK ARTS FESTIVAL ANNOUNCES 2010 FREQUENTLY ASKED QUESTIONS

DENVER, CO: APRIL 1, 2010

What is the Cherry Creek Arts Festival?

The Cherry Creek Arts Festival (CCAF) weekend event is a world-class and award-winning celebration of the visual, culinary and performing arts, and enjoys an attendance of 350,000 visitors over the 3-day event. CCAF gives patrons the FREE, rare and special opportunity to meet and talk with international visual artists, sample fine cuisine, visit special exhibits and artist demonstrations, and entertain their families with interactive 'Activities' and exciting performing arts. CCAF is proud to be considered Colorado's signature cultural event and to be a nationally top-ranked and award-winning art show annually – both in the visual artist and special event/festival industries.

CCAF is a 501(c)(3) not-for-profit corporation whose mission is to provide access to a broad array of arts experiences and support arts education in Colorado. Along with the arts festival itself, CCAF fulfills its year-round art education and outreach mission through programs including the Mobile Art Collection, Artist in Residence programs and the Student Art Buying Program. Other mission-based events produced by CCAF include the Telluride Festival of the Arts and Cherry Creek North Food & Wine.

When does the arts festival take place?

CCAF annually takes place 4th of July weekend, and the 20th Anniversary CCAF is July 3, 4, 5, 2010. The hours are 10:00am to 8:00pm Saturday July 3rd and Sunday July 4th, and 10:00am to 6:00pm on Monday July 5th. The Accessibility Hour for those with mobility concerns is Monday July 5th from 9:00am to 10:00am. On Friday night July 3rd, "Festival Nights" continue on Fillmore Plaza from 8:00pm to 10:00pm.

Where is the arts festival?

The CCAF is located in the Cherry Creek North District, from 2nd to 3rd, on the six streets from Clayton through Steele.

How many visual artists exhibit at the arts festival, and how are they selected?

For 2010, there are 230 juried artists and 8 "Emerging Artists". Artists were selected in a blind-jury process from 2,250 artist applications, making it a very competitive process for visual artists annually. 27 artists are from the state of Colorado. There are 103 first-time-ever CCAF exhibitors and 72 artists returning from 2009. The remaining artists exhibited in 2008 and prior or were invited. The only artists exempt from the jury are the 12 award-winning artists from the previous year as well as the annual commemorative poster artist. There are no quotas by medium or origination location; the best visual art and a balanced art show are the sole selection criteria for the jury.

How can I learn more?

Information and videos are available at: <http://www.CherryArts.org>

Watch our exciting overview video and enjoy other mixed-media videos previewing juried visual artists, performing artists, and many, many more peeks of what's to come for the upcoming CCAF. The other big stories for CCAF are the year-round art education and outreach programs offered, and videos about these programs are available. Other information available include general festival information, amenities, volunteer and non-profit partner

participation info, performing arts schedules, special features and events, sponsorship information and much more.

Website Media Area:

Press Kit, Press Releases, Graphics – all being updated as information is available

<http://www.CherryArts.org/Media>

Special Thanks to our 2010 Sponsors: Janus presents the 2010 Cherry Creek Arts Festival. Associate Sponsors include: American Furniture Warehouse, The Art Institute of Colorado, Cherry Creek North, Cherry Creek Shopping Center, FastFrame of Cherry Creek, Heineken, and Scientific & Cultural Facilities District, and are joined by, Colorado Homes & Lifestyles, Mountain Living, Comcast ©, Denver's 7, The Denver Post Community, 99.5 The Mountain, Alice 105.9, KOSI 101, and Studio 1430 KEZW AM. Supporting Sponsors include: Azteca America Colorado, JW Marriott Denver at Cherry Creek, Loews Denver Hotel, Pepsi Bottling Group, and Sill-TerHar Motors. Contributing Sponsors are: AT&T, Bacardi, BurstMarketing, Freshies All Natural Cocktail Mix, Happy Llama Inc., Heinrich Marketing and Viking Range Corporation with Community Partners: CitationAir and Woodrow & Sobel P.C.

XXX