

**ePRESS RELEASE**  
**September 30, 2010**  
**For Immediate Release**

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

**CHERRY CREEK ARTS FESTIVAL WINS 17 AWARDS  
FROM THE INTERNATIONAL FESTIVALS & EVENTS ASSOCIATION**

**Denver, CO: September 30, 2010**

The International Festivals & Events Association (IFEA) paid tribute to the Cherry Creek Arts Festival (CCAF) on September 15, 2010 during the IFEA/Haas & Wilkerson Pinnacle Awards Ceremony held at the IFEA's 55th Annual Convention & Expo in Saint Louis, Missouri, U.S.A., where the CCAF was presented with 17 awards in the prestigious awards competition. Awards were won in the following categories:

**GOLD AWARDS:** Best Educational Program (Janus Student Art Buying Program, Mobile Art Gallery, African Rhythm Synergy, Alliance Project), Best Media Relations Campaign, Best E-newsletter, Best Ad Series, Best New Event (Art of Fitness), Best Commemorative Poster (Telluride Festival of the Arts), Best Miscellaneous Clothing (20th Anniversary Long-sleeved Shirt)

**SILVER AWARDS:** Best Volunteer Program, Best Children's Programming (Arivity Avenue), Best Community Outreach Program (Cultural Pavilion), Best Miscellaneous Multimedia (Web frames by Heinrich Marketing).

**BRONZE AWARDS:** Grand Pinnacle Award (overall event), Best Commemorative Poster (CCAF), Best Event Program, Best Miscellaneous Multimedia (iPhone App by Burst Marketing), Best Single Magazine Display Ad, Best Miscellaneous Printed Materials (Festival VIP Club Invitation).

International contenders included such diverse event organizations as Baekje Cultural Festival (South Korea), Ludwig Van Beethoven Easter Festival (Krakow, Poland), and Rotterdam Festivals (Rotterdam, The Netherlands). U.S. contenders included the Kentucky Derby Festival, Sausalito Arts Festival, Fiesta San Antonio, and Pasadena Tournament of Roses.

"The IFEA/Haas & Wilkerson Pinnacle Awards Competition represents the hallmark of excellence in the festivals and events industry. Entries in every budget category, from every corner of the globe, allow us to recognize the best in our business while raising the standards an quality of media promotions and events across the board", said IFEA President & CEO, Steven Wood Schmader, CFEE.

"These awards reflect the Cherry Creek Arts Festival's on-going commitment of

excellence to our community and to our mission of providing access to the arts and of supporting arts education in Colorado. Our sponsors, volunteers, supporters and staff truly make these awards possible”, said Terry Adams, CCAF’s Executive Director.

For a complete list of winners, go to <http://www.IFEA.com>.

## About 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 annually takes place 4th of July weekend, and the 20th Anniversary CCAF was July 3, 4, 5, 2010. 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.

Together Through Art! 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 Janus Student Art Buying Program. Other mission-based events produced by CCAF include the Telluride Festival of the Arts and Cherry Creek North Food & Wine.

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 Torched Cherry, BurstMarketing, Freshies All Natural Cocktail Mix, Happy Llama Inc., Heinrich Marketing and Viking Range Corporation with Community Partners: CitationAir and Woodrow & Sobel P.C.

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