

PRESS RELEASE

October 4, 2010

For Immediate Release

Cherry Creek Arts Festival

Denver, Colorado, USA

July 2, 3, 4, 2011

2011 CALL FOR ENTRIES

Cherry Creek Arts Festival announces 2011 Call for Entries: Professional Visual Artists and Emerging Artists

DENVER, CO, October 4, 2010 – Professional visual artists and emerging artists are invited to apply for jury selection into the Cherry Creek Arts Festival (CCAF), July 2, 3, 4, 2011. The application process is October 1 to December 1, 2010 (Midnight MST.)

Prospectus and application are available at <http://www.Zapplication.org>, where artists create an online artist profile, prepare and upload images, and complete the online application. Two-hundred thirty (230) visual artists will be selected during the 2011 artist jury process, which will be held in December and results will be released January 7, 2011.

Visual artists are invited to find out first-hand the accolades as touted by fellow visual artists: historically very high art sales potential (estimated \$2.3 million in sales for 2010 artists / \$10,000 average sales per artist), consistently high national rankings and famous on-site artist amenities and hospitality. Higher than average sales are attributed to the event's location in the heart of Denver's beautiful and affluent district of Cherry Creek North, an educated art-buying audience of 350,000 annually, and a \$900,000+ multi-media marketing and public relations campaign. The visual artists' success is both the core value and measurement of success for the Cherry Creek Arts Festival.

The CCAF also announces the 2011 Emerging Artist Program: This is an extraordinary opportunity for artists with very little, if any, experience exhibiting and selling their work. Emerging Artists apply in the same manner as professional artists and submit their artwork through the category, "Emerging Artist".

For more information about this year's Cherry Creek Arts Festival visual arts application process, please visit <http://www.CherryArts.org>, or call 303.377.9035.

The CCAF is a 501(c)(3) not-for-profit art services organization 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 Gallery, Artist in Residence programs and the Janus Student Art Buying Program.

The CCAF produces its signature cultural event for Colorado annually during the 4th of July weekend. The arts festival weekend event is a world-class and award-winning celebration of the visual, culinary and performing arts since 1991, 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.

Special thanks to our title sponsor; Janus presents the 2011 Cherry Creek Arts Festival.

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