

CCAF Wins 26 International Awards  
October 6, 2011 – For Immediate Release

Contact  
R. Tony Smith  
[tonysmith@cherryarts.org](mailto:tonysmith@cherryarts.org)  
303.355.2787 (ext 203)

## **CHERRY CREEK ARTS FESTIVAL WINS 26 AWARDS FROM THE INTERNATIONAL FESTIVALS & EVENTS ASSOCIATION**

**WHAT:** The International Festivals & Events Association (IFEA) paid tribute to the Cherry Creek Arts Festival (CCAF) on October 3, 2011 during the IFEA/Haas & Wilkerson Pinnacle Awards Ceremony held at the IFEA's 56th Annual Convention & Expo in Fort Worth, Texas, U.S.A., where the CCAF was presented with 26 awards in the prestigious awards competition, including the SILVER Grand Pinnacle Award, the highest award in the festival industry.

Contenders included such diverse event organizations as Tournament of Roses, Pasadena, California; Canada Place, Canada; Ham Pyeong Butterfly Festival, South Korea; World Gourmet Summit, Singapore; Issaquah Salmon Days, Issaquah, WA; Ludwig Van Beethoven Easter Festival, Poland; Saint Louis Art Fair, St. Louis, Missouri; Rotterdam Festivals, The Netherlands, and Festival Lent, Slovenia.

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

Awards were won in the following categories:

**GOLD AWARDS (12):** Best Volunteer Program, Best Sponsorship Program for Individual Sponsor (Janus: Painting on the Plaza), Best Commemorative Poster, Best New Promotion (Guest Artist Phil Hansen), Best Ad Series, Best Single Display Ad, Best New Event (Art Auction Launch Party), Best Multimedia (Interactive Art with Phil Hansen), Best Media Relations Campaign, Best Street Banner, Best New Merchandise (fold up water bottle) and Best Commemorative Poster (Telluride Festival of the Arts)

**SILVER AWARDS (8):** Grand Pinnacle Award, Best Educational Program, Best Community Outreach Program (Janus Student Art Buying Program), Best Children's Programming, Best Event E-newsletter, Best Multimedia (CCAF iPhone/Droid App), Best Event Photograph (R. Tony Smith), Best Merchandise (Sleeveless women's sportshirt)

**BRONZE AWARDS: (6)** Best TV Promotion, Best Social Media Site (Facebook), Best Event Photograph (Patty Penta), Best Printed Materials (Festival VIP Club invitation), Best Pin, Best Hat (visor)

**WHAT ELSE:** Denver, Colorado will host the 2012 International Festival and Events Association Convention & Expo. Exact dates are to be determined and are expected to be late September / early October. Denver hosted the IFEA convention in 1998.

Janus presents the 2011 Cherry Creek Arts Festival in association with American Furniture Warehouse, Art Institute of Colorado, AT&T, Bellco Credit Union, Cherry Creek North, Cherry Creek Shopping Center, FastFrame of Cherry Creek, Heineken, King Soopers, and Scientific & Cultural Facilities District. They are joined by Official Media Partners, Colorado Homes & Lifestyles, Mountain Living, 7 NEWS, The Denver Post Community, 99.5 The Mountain, Alice 105.9, KOSI 101, Studio 1430 KEZW AM and Xfinity. Supporting Sponsors include Azteca America Colorado, Heinrich Marketing, JW Marriott Denver at Cherry Creek, Loews Denver Hotel, and Sobe Lifewater. Contributing Sponsors are BurstMarketing, Happy Llama Inc., Hendrick's Gin, Milagro Tequila, Stoli Vodka, and Viking Range Corporation. Opening Gala co-presented by CitationAir. Community Partner, Woodrow & Sobel P.C.

<http://www.CherryArts.org>