

PRESS RELEASE
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Cherry Creek Arts Festival
Denver, Colorado, USA
July 2, 3, 4, 2011

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JURORS FOR VISUAL ARTISTS ANNOUNCED FOR 2011 CHERRY CREEK ARTS FESTIVAL

DENVER, CO, November 12, 2010 – The Cherry Creek Arts Festival (CCAF) announces the jury panel for the 2011 visual artist selection process. The application window for artists is October 1 to December 1, 2010 (Midnight MST.) Two hundred-thirty (230) visual artists will be selected during the jury process and results will be released January 7, 2011.

Annually, the CCAF curates a 5-juror panel that consists of 3 art industry professionals and 2 award-winning artists from the most recent CCAF. All five are first-time jurors for the CCAF. The blind jury process takes place over three days in December 2010. Excellence in art is the sole criteria provided to jurors, and no quotas of any kind are part of the process. The only artists exempt from the application process are the 11 award winners from the previous festival <http://cherryarts.org/artists/2010-award-winners>.

2011 Jurors:

- Danyl Cook, Denver, CO: Professional Visual Artist
- Deborah Howard, Denver, CO: Professor of Art / Head of the Painting Program at the University of Denver and Visual Artist
- Jerry Dale McFadden, Chattanooga, TN: Artistic Director and Gallery Manager for the Association for Visual Arts
- Steven Ward, West Dundee, IL: 2011 CCAF invited artist and created the commissioned 2010 Arts Festival commemorative poster
- Mark Winter, Milwaukee, WI: 2011 CCAF invited artist and won a Juror's Award for excellence at the 2010 event for his work in sculpture

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. 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. Jury 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.

Together through Art. 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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