

ePRESS RELEASE
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For Immediate Release

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

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WHAT'S NEW AT THE 20TH ANNIVERSARY CHERRY CREEK ARTS FESTIVAL!

DENVER, CO: June 8, 2010

New Artists

An unprecedented 103 of the 230 juried visual artists for 2010 are first-time CCAF exhibitors. This is particularly impressive considering the artists were chosen in a blind-jury process from 2,250 artist applications, making the CCAF one of the most competitive art shows in the nation. Artistic excellence of original, handcrafted work is the sole criteria for selection of exhibitors. The only artists exempt from the jury are the 12 award-winning artists from the previous year, as well as the commemorative poster artist from the previous year. Contributing to the competitive nature and high levels of art excellence are actual artist sales (in excess of \$2.3 million for 2009) and consistently high national festival and visual artist rankings.

Cultural Pavilion

To help kick off the 2010 Biennial of the Americas, this year's CCAF will include a Cultural Pavilion featuring presentations, demos and workshops from Japan, Latin America and Africa. On Saturday, ambassadors from Denver's sister city, Takayama, Japan, will present events including a Musical Theater Demo, a Kimono Workshop and a Sencha Green Tea Service. Sunday will feature Latin American dance presentations including Folkloric Ballet and Belly Dance Art. Finally, Janus Student Art Buying presentations and African Dance will wrap up the Cultural Pavilion on Monday.

The Art of Fitness

Festival Mornings on Fillmore Plaza from 8-10 a.m. will feature events and demonstrations related to the Art of Fitness, including Tai Chi, Chinese Yoga and Zumba. In partnership with the Colorado Governor's Council for Physical Fitness, the year's CCAF will feature an attempt at the American record for the largest Tai Chi demonstration on July 4th morning at 9:00 a.m.!

iPhone App + Live Twitter Feed

CCAF patrons will now be able to stay up to date with the latest news, performances, weather and more via Twitter. Patrons will be able to have updates sent to their phones via text or through the brand new CCAF Application for iPhone. To receive CCAF twitter updates by text message, patrons can text "follow cherryarts" to 40404.

Festival VIP Club

CCAF patrons will be able to enjoy the 20th Anniversary CCAF in style by purchasing a Festival VIP Club experience. This includes 3 days of access to the Festival VIP Club at the JW Marriott with free gourmet lunch and dessert including Robert Mondavi wine and Heineken beer. In addition, VIP patrons receive a 2010 commemorative poster and a 1-year subscription to *Colorado Homes & Lifestyles* magazine.

Spirit Lounge presented by Bacardi

While kids create arts and crafts on Artivity Avenue, adults can relax in the new Spirit Lounge presented by Bacardi. Serving cocktails including Bacardi Torched Cherry Mojitos, the Lounge will be a great place to cool off and chill out.

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 is 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.

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.

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 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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