



2010 Fast Facts

- **What:** The Cherry Creek Arts Festival (CCAF) weekend event is an award-winning celebration of visual, culinary and performing arts. The Festival gives patrons the FREE, rare and special opportunity to meet and talk with international visual artists, sample fine cuisine, enjoy live musical performances and cultural demonstrations, and entertain their families with interactive 'ARTivities.'
- **When:** The 20th Anniversary CCAF takes place July 4th weekend on **July 3,4,5, 2010.**
 - Friday, July 2 7:00 p.m. - 10:00 p.m. Free Artist Preview Event: Clayton Street Only
 - Saturday, July 3 10:00 a.m. - 8:00 p.m. Festival Nights on Fillmore Plaza, 8:00 p.m. - 10:00 p.m.
 - Sunday, July 4 10:00 a.m. - 8:00 p.m.
 - Monday, July 5 10:00 a.m. - 6:00 p.m. Accessibility Hour: 9:00 a.m. - 10:00 a.m.
 - July 3,4,5: 8:00 a.m. - 10:00 a.m. Festival Mornings on Fillmore Plaza: The Art of Fitness
- **Where:** Denver's Cherry Creek North Shopping District, from 2nd to 3rd Avenues, on the six streets between Clayton and Steele Streets.
- **How to get there:**
 - **Bike:** Go green and healthy- ride your bike to the Cherry Creek Arts Festival! Valet parking for bikes is available at two "corrals": 3rd Ave & Steele St, and 2nd Ave and Detroit St. A suggested \$2 donation for bicycle valet parking contributes to our participating non-profit's mission, BikeDenver.org.
 - **Denver B-Cycle Locations:** FOUR locations to serve you in Cherry Creek! Learn more at: <http://denver.bcycle.com>. Denver B-cycle is the first large-scale municipal bike sharing system in the United States.
 - **Car:** There are three \$5 "Festival Premier Parking" on-site locations, each benefitting the Arts Festival: 1) the Janus Capital Group building garage at 151 Detroit, 2) The Clayton Lane garage at 2nd and Columbine and 3) The Whole Foods parking structure at 2nd and University. The Cherry Creek Shopping center offers free parking. Please observe all City of Denver parking signs in the neighborhood surrounding the festival.
- **Who:** Over 350,000 patrons come to CCAF each year to see the 230 juried Visual Artists, 22 Culinary Artists, 17 Demonstration Chefs, 26 Performing Artists, 13 Cultural Pavilion Presenters and 7 Fitness Instructors.
- **What's New:**
 - An unprecedented 103 of the 230 juried visual artists for 2010 are **first-time CCAF exhibitors**. Artistic excellence of original, handcrafted work is the sole criteria for selection of exhibitors.

- 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.
 - Festival Mornings on Fillmore Plaza from 8-10am 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, this year's CCAF will feature an attempt at the American record for the largest Tai Chi demonstration on July 4th morning at 9:00am!
 - 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.
 - 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, as well as a free, signed commemorative poster.
 - 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.
- Why: 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.