



Dear Media Guest,

We are excited to present the 27th annual Cherry Creek Arts Festival on July 1, 2, and 3 in Cherry Creek North.

Recognized as Colorado's signature cultural event during the Fourth of July weekend, the Arts Festival enjoys an annual attendance of 350,000 visitors. With a theme of "Bringing Art to Life," the 2017 Cherry Creek Arts Festival brings together more than 250 juried visual artists, 21 culinary vendors, and live entertainment in a unique celebration of the visual, culinary and performing arts. Most importantly, it remains a FREE event where families can spend quality time together.

We hope you'll consider visiting us onsite this year. The below information will make your visit to the site easier.

**Parking:**

Your best option is the Cherry Creek Shopping Center, where you can park for free all weekend long. If you have any special needs, such as an oversized vehicle or proximity for live broadcasts, please contact Cristina or Hillary (info below). The Festival also offers three \$6 "Festival Premiere Parking" onsite locations each benefiting the Arts Festival:

1. The Janus Henderson Investors building garage at 151 Detroit
2. The Clayton Lane garage at 2nd and Columbine
3. The Whole Foods parking structure at 2nd and University

**Onsite Media Contacts:**

Please contact Cristina Ceballo when you arrive onsite or for onsite coordination.

Cristina Ceballo, Blake Communications  
[cristina@blakecommunications.com](mailto:cristina@blakecommunications.com)  
720.985.5009

Hillary Conciatori  
[hillary@blakecommunications.com](mailto:hillary@blakecommunications.com)  
203.247.6259

**Additional Information:**

For all news releases, the CCAF logo and other resources, please visit the media section of our website: <http://cherryarts.org/media/>. For onsite updates, follow us on Instagram (@cherryarts) and Twitter (@CherryArts, hashtag: #CherryArts), and like us on Facebook [www.facebook.com/CherryArts](http://www.facebook.com/CherryArts). For live photos and videos, follow us on Snapchat (search "CherryArts" as username.)

For photos of the event please visit: <http://bit.ly/2qIC1re>

Please pick up media credentials (badge) at the Media and VIP Center, located at the JW Marriott Denver at Cherry Creek -150 Clayton Lane (open from 10 a.m. to 4 p.m.).

Thank you for your support of the Cherry Creek Arts Festival, and we look forward to working with you this year. Enjoy the Festival!

Best,

Cristina Ceballo, Blake Communications

Hillary Conciatori, Blake Communications