



For Immediate Release

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**CherryArts Wins Prestigious International Award,
the Gold Grand Pinnacle, for the Cherry Creek Arts Festival**

The Denver festival is recognized as best in the world for the sixth time

DENVER (October 3, 2024) — The Cherry Creek Arts Festival has been awarded the prestigious Gold Grand Pinnacle award by the International Festivals and Events Association (IFEA), the largest and most significant professional association for producers of festivals and events.

This is the sixth time CherryArts has won the Gold Grand Pinnacle in its 34-year history, but the first time since 2013, and the first since IFEA began grouping in one category all international festivals with budgets over \$1 million. The Grand Pinnacle is IFEA's highest accolade, "recognizing festivals and events that excel in balancing all key elements essential for a successful event."

The Philadelphia Flower Show took home the silver award, and the Pasadena Tournament of Roses and Scottsdale Arts Canal Convergence tied for bronze. Other internationally recognized events in the same category include the Kentucky Derby, Rome Future Week, and the Huangling Shaiqiu Cultural Festival in Shangrao, China. A full list of award winners in multiple categories is [here](#).

"We're incredibly honored to receive this award, solidifying Denver's position as home to one of the world's best festivals," said Tara Brickell, executive director of CherryArts. "We produce our annual festival for an international audience of more than 150,000 visitors, and we do so while promoting artists and raising funds to help bring art to Colorado schools all year long. Seeing the efforts of our hard-working team recognized on this scale is fulfilling and motivating, especially as we launch our call for artists this week for the 2025 event!"

The most recent edition of the Cherry Creek Arts Festival generated more than \$4.6 million in artist sales. It inspired an even larger impact on the Denver economy over the July 4th weekend. The 2025 Cherry Creek Arts Festival will be July 4, 5, and 6. [Applications for that event](#) are open now through December 1.



The annual Cherry Creek Arts Festival is produced by CherryArts, a Denver-based nonprofit dedicated to the beliefs that access to art is for everyone and that artists are essential. CherryArts supports artists and arts education through interactive programming at their annual festival and year-round throughout Colorado. Last year, CherryArts directly served more than 40,000 students with mobile outreach programs designed to spark creativity and empower the next generation through arts education.

For festival photos, visit bit.ly/cherrycreekartspictures
