



A Marketing Faceted Approach to Web and Print Design

January 16, 2008

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION:

**Lisa Gullette, Owner of CreatiVisibility
Commission Member in Charge of Marketing
(919) 661-8124; pressroom@creativisibility.com**

Apex Festival to Involve Community Students with Contest

Apex, N.C. – The Apex Festival Commission is including community student talent in the PeakFest scheduled for downtown Apex on May 3. The Commission announces a Call for Entries in the first annual PeakFest Poster Contest today to involve students in the community event promotion.

"We are very excited about this opportunity to see what PeakFest means to the young people in Apex. We plan to utilize the selected artwork for media promotion of the event and showcase the winning entries in a display at the newly opened Halle Cultural Arts Center located on Salem Street," said Gail Carter, Chairman of the Festival Commission.

The contest is open to students in Kindergarten through 12th grade who reside in Apex and entries must be submitted in person to the Halle Cultural Arts Center by March 7, 2008. Cash prizes will be awarded for four entries: \$150 for first, \$100 for second, and \$50 for third place winners. The overall grand prize winner will receive \$250 in cash as well as have their entry reproduced to be used as part of the primary promotional piece for the Town of Apex 28th Annual PeakFest event. Honorable mention awards will also be presented to exhibitors. The poster art should reflect the theme, "What Does PeakFest Mean to Me?" and adhere to specifications and guidelines listed on the registration form. To access the Call for Entries Guidelines visit, www.CreatiVisibility.com/PeakFest.

Judging for the entries begins the week of March 10 and winning entries will be selected based on originality, expression of the theme and usability of the artwork for the marketing of the PeakFest event. Posters must reflect the spirit of the PeakFest event, sense of community, and Apex hometown pride.

"Students are excellent in expressing the excitement of PeakFest although the event attracts young and old alike. It will be interesting to see their enthusiasm rendered in art," states Lisa Gullette, member of the Commission and designer/marketing professional. There will be more announcements regarding this year's attractions, but in the past Salem street has burst with attractions such as an entertainment stage, a family stage, kid zone, kids corner stage and community vendor booths. Even more entertainment, arts and crafts, rides and activities are planned for this year's festival.

The successes of the festivals in the past have been incredible enabling the Apex Festival Commission to give back to the Apex Community over \$40,000 in grants over the past 7 years. In 2007 alone, \$5000 was contributed to the Cultural Arts Center and ten non-profit groups received grants in Apex. Sponsors are currently being sought for the 2008 festival to continue this success. For more information on sponsorship opportunities, contact Debra Bunge at 919-740-9349.

About the Commission: Less than eight years ago, the Apex Festival Commission was founded for the purpose of planning and promoting two major downtown events. In 2005, the Commission passed a motion to suspend the traditional September event, Today and Yesteryear Festival, to focus efforts only on the PeakFest held each spring. The PeakFest has been held for the past 28 years. For more information about the Commission or the Festival, a new Web site is being developed:

www.CreatiVisibility.com/PeakFest

- ### -



www.CreatiVisibility.com