



A Marketing Faceted Approach to Web and Print Design

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FOR IMMEDIATE RELEASE

**FOR MORE INFORMATION:**

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### **Lisa Gullette Selected to Serve on Apex Festival Commission**

**Apex, N.C.** – Lisa Gullette, owner of CreatiVisibility, a print, Web design and marketing company in Apex, was selected to serve on the Apex Festival Commission as an At-Large Member in charge of marketing and advertising. The Commission plans the upcoming PeakFest event in downtown Apex held each May.

"I am honored to be invited to serve Apex by joining the board of directors on this Commission. I plan to use my experience in marketing and advertising to provide a new look for the Commission with a new graphic and Web identity as well as expand on the marketing venues used in the past," says Lisa Gullette, "It is a great event for the community and I want to help create excitement for the festival."

This is the 28<sup>th</sup> year this festival has taken place and each year the fun seems to grow. Young and old alike come to Salem Street the first Saturday in May to enjoy entertainment, vendors and community merchants with their friends and neighbors.

This year the Commission is involving community students in the marketing of PeakFest. A contest is underway among budding artists from Kindergarten age through high school seniors. Ms. Gullette will also serve as judge for the poster contest along with the other members of the commission. The winning entries will win cash prizes and have their artwork on display at the newly opened Halle Cultural Arts Center on Salem Street. The grand prize winner will have their poster reproduced to be used as part of the primary promotional piece which will be designed by Ms. Gullette.

"I plan to market this event with area newspapers, news media, online calendars and Web sites and other advertising outlets, but I am most eager to see the students' posters to prepare a promotional poster to be used in April and May," said Gullette, "the young people will render what the festival means to each of them. That will be a fun perspective."

For the contest, 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](http://www.CreatiVisibility.com/PeakFest). Judging begins March 10.

**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. The PeakFest has been held for the past 28 years. 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. This year's premiere sponsor is WakeMed. Additional 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.

For more information about the Commission or the Festival, a new Web site is being developed:  
[www.CreatiVisibility.com/PeakFest](http://www.CreatiVisibility.com/PeakFest).

**About CreatiVisibility:** CreatiVisibility creates visibility for its clients by taking a creative, marketing-faceted approach to print and Web site design with the goals of building a lasting relationship between designer and client through attention to client needs, by problem solving in a creative, well-researched and cost effective manner, and by producing print and Web communications products that meet or exceed professional standards. CreatiVisibility is a small business in Wake County North Carolina focused on serving small and medium- sized businesses. For more information about CreatiVisibility, please visit [www.CreatiVisibility.com](http://www.CreatiVisibility.com).

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