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2008 CBCA Business for the Arts Awards Finalists Announced **Awards honor Colorado businesses that leverage the arts for success**

Denver, CO - Successful companies recognize that arts involvement has a positive impact on business people, culture and performance. At the 21st Annual Business for the Arts Awards, Colorado Business Committee for the Arts (CBCA), a nonprofit that serves as a catalyst for Colorado's business community to leverage the arts for economic vitality, will honor businesses for their exemplary partnerships and engagement with the arts. Winners will be selected from among the finalists for each award and announced at the annual Awards luncheon event.

The 21st Business for the Arts Awards celebration will be held Thursday, March 20, 2008 in the Donald Seawell Ballroom, Denver Performing Arts Complex, from 11:30 am – 1:30 pm. More than 700 business, cultural and civic leaders are expected to attend this arts-infused celebration.

2008 Business for the Arts Awards Finalists

Philanthropy Award honors exemplary corporate citizenship and generosity to arts and cultural projects and organizations:

- GE Johnson Construction Company
- New Frontier Bank
- U.S. Bank

Innovation Award highlights innovative use of the arts to propel business strategies and success:

- Kaiser Permanente
- Mental Health Center of Denver
- Tagawa Garden Center

Workforce Award recognizes business programs that engage employees with creativity and the arts:

- Holland & Hart, LLP
- ripcord, LLC
- Ron's Printing Center

Workspace Award pays tribute to an exceptional work environment that advances business objectives:

- Anchor Center for Blind Children
- The Children's Hospital
- San Luis Valley Regional Medical Center

The 2008 judging panel is comprised of business and cultural leaders including:

- Patricia Barela Rivera, former district director in Colorado, U.S. Small Business Administration
- Patricia Calhoun, co-founder and editor, *Westword*
- Randy Hampton, partner, Ernst & Young LLP

- Jack Pappalardo, attorney, Otten Johnson Robinson Neff + Ragonetti and past president, Santa Fe ArtDistrict
- Roz Schneider, principal, Barker Rinker Seacat Architecture

In addition to lead sponsors Ernst & Young, LLP and Pinnacol Assurance, additional sponsors of the luncheon include Kaiser Permanente, JohnstonWells Public Relations, Qwest, The Publishing House, Colorado Data Mail, ColoradoBIZ Magazine and Post-News Community.

CBCA has commissioned Denver artist Jane Guthridge to create unique works which will be awarded to each winner. Additional information on Jane Guthridge and her artwork are available at www.janeguthridge.com.

Colorado Business Committee for the Arts (CBCA) is a catalyst for Colorado's business community to leverage the arts for economic vitality. CBCA is a member organization of leading companies that have a philanthropic commitment to the arts and recognize the link between our cultural vitality and creative and innovative success. Over 120 metro area businesses, representing 75,000 employees, are members of CBCA. Established in 1984 by local business leaders, Colorado is one of 12 affiliates of the National Business Committee for the Arts founded by David Rockefeller in 1967. www.cbca.org

For photos or more information, contact:

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Additional information on the 2008 Business for the Arts Awards and finalists:

Philanthropy Award

The Philanthropy Award Corporate philanthropic support is critical to sustain arts and culture, the cornerstone of community vitality. A commitment to the arts supports a wide variety of community priorities, including quality of life, education and economic development. At the same time, charitable giving generates goodwill and adds value to business enterprises.

Finalists

- **GE Johnson Construction Company** for their generosity in spearheading the renovation and expansion of the Colorado Spring's Fine Arts Center. As general contractor for the project, GE Johnson Construction Company donated a considerable amount of in-kind services in addition to major financial gifts. The company is also a large contributor to Colorado Springs' Pikes Peak Center, Arts in the Streets and Salon d'arts in Denver.
- **New Frontier Bank** for significant support of a wide variety of cultural activities in the Greeley community. The variety of arts organizations supported by New Frontier Bank includes Union Colony Civic Center, Greeley Philharmonic Orchestra, Greeley Chorale, University of Northern Colorado Performing and Visual Arts College and Greeley Community Troup. New Frontier Bank also

produces marketing and advertising programs and purchase media that are used to promote community arts in Weld County.

- **U.S. Bank** for substantial support of arts and cultural activities in the Denver metro area. U.S. Bancorp seeks to build strong partnerships by enhancing the cultural and artistic life in the communities in which they serve. In Denver, U.S. Bank has provided significant support this past year to Denver Art Museum, Denver Museum of Nature and Science, Denver Center for Performing Arts, Colorado Ballet, Arvada Center and Colorado Business Committee for the Arts' Leadership Arts program.

Innovation Award

The integration of entrepreneurial and artistic approaches creates innovation and business success. The synthesis of business and arts can take the form of a creative business, ingenious product, imaginative promotional/public relations campaign or inventive business/arts partnership.

Finalists

- **Kaiser Permanente** for their long standing commitment to using live theater and the arts to promote community health. Kaiser Permanente employs 13 diverse actors who produce plays and offer skill building workshops in school and community settings at no charge to over 30,000 students per year. The focus is on messages of prevention through healthy eating and active living. This program fosters an appreciation for the art form of theater as well as furthering healthy changes in individual behavior.
- **Mental Health Center of Denver** for incorporating arts and cultural heritage in teen suicide intervention programs. The program, designed by teens, uses artistic mediums to encourage the expression of feelings. It strengthens their values and cultural identity and encourages them to find hope through creating sculpture, murals, photography, painting, masks and poetry.
- **Tagawa Garden Center** for enhancing their customers' experience by offering arts education, family entertainment, music and other arts programming. To the people at Tagawa, gardening is considered an art as well as a science and they believe strongly in beautifying the lives of others. Events address all ages and interests and include many forms of music, photography, book readings, instructional seminars and a wide variety of community and school group performances.

Workforce Award

The Workforce Award recognizes company programs that engage employees with creativity and the arts. Arts opportunities build skills, unleash creative potential, increase morale, teamwork and innovation.

Finalists

- **Holland & Hart, LLP** for their many community programs that creatively engage their employees with arts. Over twenty local arts nonprofits benefit from Holland & Hart leadership on their Boards of Directors, while the firm provides a variety of arts experiences and volunteer opportunities for employees that reflect Holland & Hart's culture of service. Among the arts organizations supported are Colorado Historical Society, Colorado Ballet and Denver Starz Film Festival.
- **ripcord, LLC** for their contribution to encouraging creative thinking in under-served youth. After ripcord partners identified Arts Street as an arts-based

nonprofit aligned with their creative company vision, the entire ripcord staff offered countless hours of time to create and host a very successful fundraising event. This began a long-term and mutually beneficial partnership resulting in significant benefits to members of both organizations, the youth served and the larger community.

- **Ron's Printing Center** for their participation in local art and cultural activities and sponsorship of ArtWalk Longmont. Ron's Printing Center offers sponsorships, discounts, donations and volunteer hours to a variety of Longmont arts organizations. Their corporate support of ArtWalk, which highlights both visual and performing artists, contributes to a free, quality, community art experience open to everyone.

Workspace Award

The physical environment in which we work influences employee and business prosperity. Through architecture, interior design, space planning, art collections or individual efforts, workspace can foster employee creativity, innovation and morale. Well designed workspace also communicates corporate mission, identity and style to clients and the community.

Finalists

- **Anchor Center for Blind Children** for their new teaching facility embracing all the senses where the building itself functions as a teaching tool. This unique school for very young blind children incorporates experiential features into its design to support the children's varying levels of sensory ability and helps to build their confidence to explore their surroundings. Anchor Center for Blind Children's buildings and grounds themselves have also been designed as art forms through their use of color, texture and sound.
- **The Children's Hospital** for the intentional incorporation of the healing power of art and design throughout their new hospital on the Aurora Fitzsimons campus. Color palettes, which were carefully chosen related to the five senses and influenced by the landscape of Colorado, are infused into the signage, finishes and furnishings throughout the hospital. Numerous local and nationally renowned artist commissions and other works of art, from paintings to sculpture, promote a healthy, healing and hopeful environment.
- **San Luis Valley Regional Medical Center** for integrating local artists into a new medical building through exhibiting and purchasing their works. Presented with the need to decorate their new medical facility, San Luis Valley Regional Medical Center decided to both purchase art as well as offer revolving art exhibitions in a specially designed ARTrium. The beauty, peacefulness and comfort of ARTrium are enjoyed daily by hospital staff, visitors and patients.

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