



NEWS RELEASE



Clay Pot Creative and FUSEBOX studio win design award

May 14, 2010 – Fort Collins, Colo. ... Local creatives Clay Pot Creative and FUSEBOX studio partnered to win first place in the poster design category from the American Design Awards 2010 Winter Semi Annual Design Contest. The recognition is for the creation of five large format banners promoting the silver anniversary of the Food Bank for Larimer County.



With more than 1,888 entries from 31 different countries, 54 winners were selected overall and awarded with the Award of Design Excellence for outstanding design achievements. It is the most recognized and respected independent juried graphic and web design awards program worldwide.

"The quality of entries was exceptional for this particular event, and we congratulate those who won, and those who didn't," said Kevin Javid, vice president of American Design Awards. "There is a lot of talent out there, and we're privileged to be able to see all this work first-hand."

Design educator Brandon McKay and graphic design professionals Kevin and Art Javid founded the American Design Awards in 2000. Its mission is to provide a fair and ethical platform for graphic and web designers with varying experience levels and disciplines to compete on, while providing them a global audience to showcase their talents to.

The banners, roughly 5' x 11', were developed to create awareness of the Food Bank's anniversary milestone to various key audiences.

A bit lighter, the creative concept substitutes food for what might be given as a traditional anniversary gift (such as jewelry or flowers.) It has an amusing appeal at first glance to initially capture the viewer, however, the verbiage reveals the situation. All the while the unique imagery of the photography conveys the anniversary theme: "Celebrating the Gift of Food".

"We wanted to create an impactful campaign that would not only celebrate the Food Bank's 25-year anniversary but also pay tribute to the Food Bank's mission of feeding the community," says Julia Leach, owner and principal of Clay Pot Creative.

The series of banners are currently on display at the Food Bank's warehouse located at 1301 Blue Spruce in Fort Collins.

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About Clay Pot Creative

Clay Pot Creative opened its doors in 2000 with the promise and passion of delivering custom-made graphic design, branding, marketing, and web development services. They are best known for their customer-focused philosophy, and hand crafted solutions. With a commitment to altruism, Clay Pot Creative also keeps a close connection to the community by donating services to organizations such as: Food Bank for Larimer County, Realities For Children, the Loveland Classic at Centerra 5K/10K Road Run; Rocky Mountain High School; and the Colorado Business Connections Annual Charity Golf Tournament to name a few.

For more information about Clay Pot Creative, call 970.495.6855 or visit www.claypotcreative.com.

About FUSEBOX studio

FUSEBOX studio is a commercial advertising photography studio based in Fort Collins. They create dynamic photographic illustrations in a variety of disciplines producing projects in studio and on location locally, nationally and internationally for clients large and small. They have passion for what they do and welcome the opportunity to help solve challenging image needs with both quality and consistency on every assignment.

For more information about FUSEBOX studio, call 970.690.1748 or visit www.fuseboxstudio.com.

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