

**For Immediate Release
January 30, 2006**

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2006 Business for the Arts Awards Finalist Announced

Awards honor Colorado businesses that leverage the arts for success

Denver, CO, January 30, 2006 - Successful companies recognize that arts involvement has positive impacts on business people, culture, and performance. At the 19th Annual Business for the Arts Awards, Colorado Business Committee for the Arts will honor businesses for their exemplary partnerships and engagement with the arts. Winners will be selected from among the three finalists for each award and announced at the luncheon event.

The 19th Business for the Arts Awards celebration will take place Wednesday, March 15, 2006 in the Donald Seawell Ballroom, Denver Performing Arts Complex, from 11:30am – 1:30pm. More than 650 business, cultural, and civic leaders are expected to attend the event. The arts-infused celebration will feature a keynote address from one of America's top women in business. A member of the Board of Directors of the National Business Committee for the Arts, Christie Hefner, Chairman of the Board and Chief Executive Officer of Playboy Enterprises Inc. will join CBCA in honoring these exceptional Colorado businesses.

2006 Business for the Arts Awards Finalists:

Philanthropy Award recognizing exemplary corporate citizenship and generosity to arts and culture:

First Western Trust Bank

Frontier Airlines

St. Mary's Land & Exploration Company

Innovation Award recognizing an inspired blending of business and arts that propels company achievement:

Continuum Partners – Belmar Development

PianoOne

Wild Oats Supermarkets

Workforce Award recognizing creative investments in employee development and volunteerism:

Barker Rinker Seacat

Cleworth Architectural Legacy Project of the Denver Architectural Foundation

Holland & Hart

Workspace Award recognizing exceptional design that advances business objectives:

Kaiser Permanente

McStain Neighborhoods

Zeppelin Development - TAXI

The 2006 judging panel was comprised of business and cultural leaders including:

Michael Brenneman	Managing Member	Hotel Teatro
Tony Garcia	Executive Artistic Director	El Centro Su Teatro
Barry Hirschfeld	Chairman of the Board	National Hirschfeld LLC
Gwin Johnston	President & CEO	JohnstonWells Public Relations
Robin Rule	Owner	RULE Gallery

In addition to lead sponsors Ernst & Young, LLP and Pinnacol Assurance, supporter of the luncheon include Kaiser Permanente, The Publishing House, CBS4, Post-News Community, St. Mary Land & Exploration Company, and ColoradoBIZ Magazine.

CBCA has commissioned nationally recognized Denver artist Martha Daniels to create one-of-a-kind sculptures as awards for the winners. Martha Daniels is represented by William Havu Gallery, Denver, Colorado.

Additional information on the 2006 Business for the Arts Award finalists:

Philanthropy Award

The Philanthropy Award recognizes exemplary corporate citizenship and generosity to arts and culture, a cornerstone of community vitality. At the same time, charitable giving generates goodwill and adds value to business enterprises.

2006 Finalists for the Philanthropy Award:

First Western Trust Bank

For their commitment to fostering the diverse culture and vibrant lifestyle for which Denver and Colorado are known. Through strong philanthropy and community service programs, First Western Trust Bank supports numerous cultural organizations, with a particular emphasis on engaging younger generations with the arts.

Frontier Airlines

For strategic partnerships with the Colorado Symphony Orchestra and Opera Colorado. Providing flight travel, cash contributions, and in-flight television and magazine promotions, Frontier is helping these key arts organizations to develop diverse new audiences. At the same time, Frontier's generosity helps make Denver a thriving cultural destination that attracts tourists and travelers.

St. Mary's Land & Exploration Company

For their model corporate philanthropy program in which 1% of their pre-tax income is designated to support nonprofit organizations. Arts organizations including public television, museums, libraries and performing arts benefit from this extraordinary generosity, while St. Mary's leverages their support for creative community to attract, motivate, and retain a highly talented staff.

Innovation Award

The Innovation Award recognizes an inspired blending of business and arts that propels company achievement in the form of a creative business, ingenious product, imaginative promotional/public relations campaign, or an inventive business/arts partnership.

2006 Finalists for the Innovation Award:

Continuum Partners

For their Belmar development, a 103-acre downtown district for the City of Lakewood, that brings together diverse artistic elements to make Belmar a creative hub. Continuum integrates culture into business strategy in Belmar, using arts to differentiate the development, generate destination traffic and draw media attention that builds value.

PianoOne

Synthesizing artistry and business, Kevin Asbjörnson and his company PianoOne offer dynamic, interactive experiences that guide executives in leveraging their artistic competencies to improve business performance. Asbjörnson has seen his innovative business grow as top corporations realize the potential of creative insights to spark imagination, trigger innovation, and propel productivity.

Wild Oats Supermarkets

Wild Oats Markets know arts enhance the well being of their consumers and communities. The stores offer a unique and enticing shopping experience where customers enjoy performances by local musicians and the work of talented visual artists. A vibrant, arts-filled atmosphere attracts both employees and customers, contributing to their success.

Workforce Award

The Workforce Award recognizes company programs that make creative investments in their employees through arts-based programming that advances teamwork, innovation, or cultural competency and through volunteer service to arts organizations.

2006 Finalists for the Workforce Award:

Barker Rinker Seacat

To produce superior design projects that make a positive contribution, Barker Rinker Seacat depends on their talented and empowered employees. Staff retreats, monthly art shows, and design explorations stimulate and motivate employee innovation. Barker Rinker Seacat invests in their business by investing in their people.

Cleworth Architectural Legacy Project

22 local architectural firms provide volunteers and support for the Cleworth Architectural Project, benefiting over 900 students. Architects and designers guide the students in planning, designing, and building scale models. While students benefit from this creative learning adventure, the architects and designers enjoy an enriching volunteer experience that inspires and invigorates their work.

Holland & Hart

Holland & Hart integrates the arts into workforce development and volunteerism. Dozens of Colorado arts nonprofits benefit from Holland & Hart leadership on their boards of directors and the firm provides numerous creative experiences for employees. Holland & Hart exemplifies a culture of service and unwavering commitment to community and volunteerism.

Workspace Award

The Workspace Award pays tribute to exceptional design that advances business objectives. Through architecture, interior design, space planning, or art collections, workspace can foster employee creativity and morale while communicating corporate mission, identity, and style.

2006 Finalists for the Workplace Award:

Kaiser Permanente

Kaiser Permanente's new medical offices demonstrate their commitment to creating warm and welcoming workspace environments that help employees and members THRIVE. Smart space

planning, uplifting color palettes, innovative design features, sunny skylights, and dozens of original Colorado artworks contribute to spaces that promote wellbeing and make Kaiser Permanente facilities great places to work.

McStain Neighborhoods

“A collaborative work place” was the objective for McStain Neighborhoods’ new offices. The result is a building and interior space that is innovative, sustainably designed, and promotes collaboration and productive fun. Use of innovative materials and exposed construction elements demonstrate McStain Neighborhood’s construction and building practices to customers and reflect their passion for enduring value.

Zeppelin Development

Creative vision has allowed Zeppelin Development to turn the 9-acre site of the abandoned former Yellow Cab terminal into the innovative TAXI development. TAXI is designed as a vibrant urban environment: interactive, user-friendly, synergetic, kinetic, and fun, where businesses can be part of a creative community. TAXI is also influencing development of the River North neighborhood.

Colorado Business Committee for the Arts (CBCA) helps Colorado companies capitalize on the arts for their innovative and creative success. 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 business prosperity. 150 metro area businesses, with over 75,000 employees, are members of CBCA. Established in 1984 by local business leaders, Colorado is one of 11 affiliates of the National Business Committee for the Arts founded by David Rockefeller in 1967.

Colorado Business Committee for the Arts mission is to connect the business and arts communities as a vehicle for workforce creativity, economic development, and business prosperity.

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