

FOR IMMEDIATE RELEASE

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## **Catalyst Creative Selected to Develop Logo and Collateral Materials for Colorado's First Annual Women Business Owners Conference**

DENVER – June 4, 2004 – Catalyst Creative, Inc., has been selected to design the logo, brochure, direct mail, website and print advertising for Colorado's First Annual Women Business Owners Conference.

The Denver Chapter of the National Association of Women Business Owners (NAWBO) and the Colorado District Office of the U.S. Small Business Administration (SBA) are collaborating to present this exclusive business conference on February 9, 2005 at the Adam's Mark Hotel downtown Denver. This conference is the first of its kind in Colorado and is expected to attract 1,000 attendees and 100 exhibitors.

Catalyst Creative, Inc. was chosen over six other Denver area graphic design firms for the task of creating the conference logo and other printed collateral materials.

"The work presented to the selection committee by Catalyst Creative was 'cream of the crop.' They were the clear choice for this project. We are very excited to be working with them to develop the logo and collateral materials for this conference," said Deborah Krier, Marketing Co-Chair for the conference and owner of Wise Women Communications.

Project development is underway and the new logo will debut at the end of June. Direct mail will be sent to approximately 60,000 business owners in August with the other collateral materials debuting in September and November.

### **About Catalyst Creative**

Catalyst Creative, Inc., is a Denver based award-winning graphic design firm that specializes in complete graphic design and marketing solutions for small-businesses. Catalyst Creative delivers effective, precise and powerful design solutions for their clients. For more information about how CATALYST creative can help your small business attract more clients on a consistent basis, contact Jeanna Pool at 303-380-9100.

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