



The Coolest Celebration on Earth™

Contact: Molly Steinke, Nemer Fieger, 952-278-3142 or 612-309-1677

2008 SAINT PAUL WINTER CARNIVAL BUTTON PREVIEW

College of Visual Arts Students Submitted Artwork Up For Review

Saint Paul, Minn. (September 19, 2007) --- Students and recent graduates from the College of Visual Arts (CVA) in Saint Paul were asked to submit designs for the 2008 Saint Paul Winter Carnival Button. The project, under the direction of John DuFresne, Chair of Visual Communications, resulted in 32 designs in eight similarly-themed sets of four which were on display today at the CVA Gallery.

The public is invited to view the CVA student designs by visiting www.winter-carnival.com. Input can be given by emailing buttons@winter-carnival.com.

After deliberation, the official 2008 Saint Paul Winter Carnival Buttons will be revealed on Saturday, December 1 at Como Park Zoo & Conservatory. The unveiling will occur at 10 a.m. followed by family-friendly activities until 2 p.m.

The 2008 Winter Carnival buttons will also be available for sale beginning December 1. Buttons will be sold in sets of four or individually. Prices will be \$5 for one and \$18 for the collector's four-pack and available at Cub Foods, Snyders, Super America and other area retailers.

The College of Visual Arts is pleased and proud to partner with the City of St. Paul, the Winter Carnival and the St. Paul Heritage Foundation in the design of the 2008 St. Paul Winter Carnival Button. College of Visual Arts is a private, accredited, four-year college of art and design offering Bachelor of Fine Arts degrees in graphic design, illustration, photography, drawing and painting, sculpture, and interdisciplinary art and design studies with concentrations in fashion design, museum gallery studies, teaching artist, advertising, printmaking, interdisciplinary fine arts, or visual communications. Founded in 1924, the college is located in the thriving urban residential areas of historic Summit Hill and Cathedral Hill in Saint Paul, Minnesota.

Since 1886, the **Saint Paul Winter Carnival** continues to bring family-friendly events and community pride to Saint Paul and the Twin Cities metro area. "The Coolest Celebration on Earth" is managed by the Saint Paul Heritage and Festival Foundation. The 122nd Winter Carnival will take place January 23 – February 3, 2008. For more information, please visit www.winter-carnival.com.

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MEDIA NOTE: Electronic versions of the various designs are available upon request. Please contact Molly Steinke at molly@nemerfieger.com.