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## BDW Launches ColoradoCreates.com to Promote State's Creative Industry



### Colorado Creative Industries and Boulder Digital Works launch new website

Denver, CO (March 1, 2011) Colorado Creative Industries and Boulder Digital Works today announce the launch of ColoradoCreates.com, a website that highlights the state's 5th largest employment sector, the creative industries.\*

From flourishing new media startups to innovative breweries to artful skys, Colorado is home to over 186,000 creators and innovators\* who now have an outlet to collaborate and share their creativity.

The website serves as a portal for users to submit their own creative content to share with others. Through a submission form, visitors can upload samples of work and descriptions of their business along with any links to their social media. The site also offers a voting feature so that visitors can "vote up" the content that they like the most. At the end of each month, there will be

a group of featured stories that are chosen based on popularity, innovation and overall creative impact.

ColoradoCreates.com gives voice to individuals and business that believe Colorado is the place where innovation comes to play and ideas thrive. The site features Colorado stories - the reasons why creatives want to build and grow their companies and organizations in Colorado. The aim is to gather thousands of voices to help tell the world that Colorado is the state of creativity. Ideas Happen Here.

When Colorado Creative Industries was created last July, they approached members of the creative professional community to volunteer their time and brain trust toward the mission of branding Colorado as a creative hub. Norm Shearer, Creative Director of Cactus, suggested he lead the volunteers which was named "The Dream Team". Together with Colorado Creative Industries, they approached the students of Boulder Digital Works to collaborate on developing an innovative website to tell the great news in Colorado and enable creative businesses to showcase their work.

"Colorado attracts those who embrace the new frontier. Our natural beauty and creative spirit have made Colorado a magnet for creative enterprises and creative workers," said Elaine Mariner, director, Colorado Creative Industries. "ColoradoCreates.com is a place where creatives across the state can collaborate, share ideas and inspire all of us."

Colorado ranks fifth in the nation in concentration of creative occupations.\* For Colorado the creative industries include design, publishing, film, television, digital media, performing and visual arts, as well as heritage, outdoor clothing and equipment, and craft beverages and food.

### About Colorado Creative Industries

Colorado Creative Industries, a division of the state Office of Economic Development, merges the former Colorado Council on the Arts, the Office of Film, Television and Media, and the state's Art in Public Places program. The agency's mission is to promote, support and expand the creative industries to drive Colorado's economy, grow jobs and enhance our quality of life.  
[www.colorarts.org](http://www.colorarts.org)

### About Boulder Digital Works

Boulder Digital Works at the University of Colorado at Boulder offers 21st Century graduate education and professional workshops shaped by pervasive computing, emerging technologies and the need for integrated thinking. In partnership with the ATLAS Institute, Boulder Digital Works is a project-based initiative led by acclaimed practitioners and researchers from business, creative and technology disciplines. Graduates leave with a unique digital skill set and mindset that will help them thrive in today's business and digital environment. [bdw.colorado.edu](http://bdw.colorado.edu).