

MEDIA RELEASE

FOR IMMEDIATE RELEASE

October 6, 2009

BEING CREATIVE IS GOOD BUSINESS

New Conference Dives into Creative Waters Head First

(Vancouver, BC) - What do Nettwerk Music's CEO, HGTV's top designer, and one of Vancouver's hottest chefs have in common? Other than being creative geniuses in their own right, they're all part of CREATIVEMIX, Vancouver's first annual Ideation Conference. On October 22nd, twelve of Vancouver's top creative minds will join forces to speak on the topic of creativity. Terry McBride, CEO, Nettwerk Music Group, says, "Whether you work in advertising, fine arts, photography, or even business, this conference is for anyone who depends on that next big idea. It's about creating and managing great ideas and we hope it will give everyone the tools they need to take that inspiration to the next level."

Other conference presenters include Kelly Deck, host of HGTV's "Take it Outside," Chambar's Chef-de-Cuisine David Robertson, comedian David Aiken, the brand developer behind lululemon athletica Noel Fox, and local journalist Sarah Bancroft. Corwin Hiebert, founder of CREATIVEMIX, says, "We've all had that head-banging-against-the-wall moment. You're stuck, you need inspiration, and you have no clue how to get there—and what's worse is that you're trying to do it alone. That's what CREATIVEMIX is for, to help you grow little ideas into big realities and expand your creative community so that your next creative venture can succeed." Topics such as Creativity Within Constraint by David duChemin, world-renowned photographer and author, will buck the notion that creativity happens best when it's free and unhindered.

A public exhibition featuring short films by local producers, such as Aren Hansen's White Vans - a docudrama that confronts Vancouver's problem with bike thieves, live music including a performance by Ben Sigston - finalist in the Peak Performance Project (100.5 The Peak), hands-on art projects (i.e. paint your own masterpiece), a photography den, and local creative companies is open from 9:00 am to 4:15 pm for \$10 at the door (registration is free online). At 5:00 pm the bar opens for the Think and Drink - an opportunity for conference participants to schmooze and brainstorm with Vancouver's creative cool.

CREATIVEMIX, a one-day conference taking place at the Roundhouse Community Arts Centre in Yaletown, is also dedicated to showcasing Vancouver's creative education community and will feature top local schools, such as Emily Carr. A portion of the proceeds will benefit Arts Umbrella, a non-profit centre for arts education for young people. The cost to register is \$159, or \$129 for students. For more information, visit <http://creativemix.ca>.

-30-

One-on-ones with Terry McBride & Corwin Hiebert are available

High-resolution images are available at: <http://creativemix.ca/sponsors/media>

Media inquires:

Pamela Groberman Media & Public Relations Inc.

Pamela Groberman

pam@pamelagroberman.com

Office 604-677-7474

Cell 604-644-1064