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## LADY LUCK

### BB&T Charleston Wine + Food Festival® Announces Winner of 2012 Official Poster Design Competition

CHARLESTON, SC – November 17, 2011: The original poster designs representing each year of the BB&T Charleston Wine + Food Festival® are as different as the artists who create them. This year's winning design adds another variable to the equation: graphic artist Jessica Crouch is the first woman in the history of the Festival to earn the recognition.

Guests at the Official Poster Unveil Party at Harborside East in Mount Pleasant witnessed the unveiling of the official Festival poster, enjoyed hors d'oeuvres by The Pampered Palate, desserts from Dolce Bakery and wines provided by Whole Foods Market.

"By creating an array of stylized forks collaged together to make the shape of a wine bottle, I was able to capture the various unique tastes of the Festival in a simple icon that is easily recognizable," Crouch said. "I'm thrilled to have my work representing the Festival and am so honored to be the first female winner!"

As the creative force behind the winning design, Crouch received a \$1,000 prize and the honor of having her work displayed on posters in store and restaurant windows all over Charleston as well as on commemorative retail items. A native of West Virginia, Crouch has lived in Charleston for over six years and works as the art director at Cognetix Marketing and Design in West Ashley.

The winning design was selected from over 40 submissions by an esteemed panel of judges including Jeff Allen, writer; Melissa Clegg, Owner, The Last Resort, Athens, GA and BB&T Charleston Wine + Food Festival® Board Member; Zach Norris, Creative Manager, BB&T Charleston Wine + Food

Festival®, Angel Powell, Director of Public Relations, Patrick Properties Hospitality Group; Grandee Ray, Owner, Grand Ideas; and Angel Postell, Executive Director, BB&T Charleston Wine + Food Festival®.

“For me, Jessica’s use of bold color and texture made her design stand out from other submissions,” said Zach Norris, Creative Manager, BB&T Charleston Wine + Food Festival®. “I love the hand-drawn, vintage-style forks on top of the vibrant red.”

The annual BB&T Charleston Wine + Food Festival®, March 1-4, 2012, celebrates the best that the city of Charleston, SC has to offer; a local food culture rich in tradition, James Beard award-winning chefs, and the best city to visit in the U.S., according to *Condé Nast Traveler’s* 2011 Readers’ Choice Awards. The four-day event, praised as one of the top five food and wine festivals in the U.S. by *Forbes Traveler*, infuses home-grown flavor with the most celebrated chefs, culinary professionals, and winemakers in the world. The Festival, a non-profit organization, benefits local culinary charities and scholarships. For more information about the Festival, please visit [www.charlestonwineandfood.com](http://www.charlestonwineandfood.com) or call (843) 727-9998.

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