



**VIDEO AVAILABLE: The Grammy Foundation Sends Out An Official "Thank You" To Crush Creative For All Of Its Hard Work In Helping To Accomplish Its Mission**

*Crush Creative and several other companies partner with The Grammy Foundation in an effort to increase the awareness of its programs*

For Immediate Release

BURBANK, Calif./EWorldWire/Feb. 16, 2005 --- Crush Creative partnered with the Grammy Foundation and the Recording Academy to produce banners and displays for the 47th Annual Grammy Awards.

Crush Creative, a Southern California visual communications agency, produced multiple backdrops and banners for this year's Grammy Awards in Los Angeles. Among the work provided by Crush was the backdrop for the Person of the Year event, sponsored by MusiCares. This Backdrop was used for photo opportunities at the event. Crush Creative produced an additional banner, measuring 10 feet by 22 feet, which was used as a backdrop for photo opportunities as the artists went backstage after having received their awards.

Additionally, 10 portable displays manufactured by Crush Creative were used throughout the Grammy's venue. These graphic stands contained sponsor logos and were used to recognize sponsors of the event. The benefits of these stands over others on the market include their lightweight construction and unique retractable mechanics, allowing the banner to retract into itself and to be repositioned easily to any location.

Other banners and graphics produced by Crush were also displayed throughout the night.

Crush Creative has been a major supporter of the creative community for over 40 years. Producing the finest in visual communications, Crush is one of the largest digital imaging, creative services and finishing companies in the Los Angeles area.

The Grammy Foundation was founded in 1989 to cultivate the awareness, appreciation and advancement of the contribution of recorded music on American culture - from the artistic and technical legends of the past to the still unimagined musical breakthroughs of the future generations of music professionals. The Foundation accomplishes this mission through programs and activities designed to engage the music industry and cultural community as well as the general public.

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**SOURCE:** Crush Creative

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