



## Crush Project Recognized with TEA's Outstanding Achievement Award

*Crush Creative Contributes to Making the Noah's Ark Exhibit in Los Angeles the Best*

For Immediate Release

BURBANK, Calif./EWORLDWIRE/Dec. 12, 2007 --- Crush Creative, a Southern California-based visual communications agency, wrapped up a successful year with yet another award-winning project. The Noah's Ark Exhibit at the Skirball Cultural Center in Los Angeles, which was completed earlier in 2007, was awarded Best Exhibit in the Outstanding Achievement category from The TEA's 14th Annual Thea Awards.

The TEA (formerly Themed Entertainment Association), a non-profit organization started in 1991, represents approximately 6,500 creative specialists working in nearly 500 firms in 39 different countries. The Thea Awards were created to bring recognition to achievement, talent and personal excellence within the themed entertainment industry. The Awards are now internationally recognized as a symbol of excellence.

"These awards recognize large and small accomplishments, bringing to life ancient myths and the latest in scientific discoveries, helping people experience a space shuttle launch or a walk with prehistoric creatures," said Craig Hanna, TEA International Board President.

The Noah's Ark exhibit allows children and adults to explore the childhood tale together in a fascinating, interactive setting. Upon entering the galleries, for example, visitors are welcomed into a pre-flood zone, offering hands-on opportunities to make thunder, rain and wind using low-tech, mechanical sound devices and invented instruments. Crush Creative completed graphics for four phases of the exhibit, including the North and South galleries, Mezzanine and numerous, expansive exhibit walls totaling more than 5,000 square feet of imaged vinyl. Another section in the exhibit is called The Breezeway, which consists of ten large windows with tint film and duraclear material applied to polycarbonate sheets and framed in each window with custom hardware.

Crush Creative is a member of the Merisel group of graphics companies and has been a major supporter of the creative community for over forty years. Producing the finest in visual communications, Crush is one of the largest digital imaging, creative services and finishing companies on the West Coast.

Merisel is a leading supplier of graphic image arts in the United States with offices in New York, Chicago and Los Angeles. Merisel's mission is to provide Graphic Solutions - Designed to fit your image. This is achieved through four wholly owned companies: Coloredge Art, Coloredge Visual, Comp24 and Crush Creative.

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**KEYWORDS:** Crush Creative, Merisel, Printing, Vutek, Advertising, Communications, Lambda, Icut, Graphics, Display, Crush Creative, TEA, Noah's Ark, Exhibit, Skirball, Award, Achievement

**SOURCE:** Crush Creative