



FOR IMMEDIATE RELEASE /  
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## **CACTUS HONORED WITH EIGHT AWARDS AT AD CLUB'S DENVER 50 SHOW**

*University of Colorado Hospital's Human Harmonic Project selected as judge's choice winner; Creative work for the Colorado Lottery, Odell Brewing Co., and Denver Zoo recognized*

**DENVER (February 2, 2015)** – [Cactus](#), a Denver-based full-service integrated communications agency, was recognized by the Ad Club of Denver for eight of the best advertising ideas in 2015, including work for Colorado Crisis Services, the Colorado Lottery, Odell Brewing Company and the Denver Zoo. Cactus, which received the most total awards of the evening, was also recognized with a Judge's Choice Award for The Human Harmonic Project on behalf of University of Colorado Hospital.

"A beautiful combination of effort, execution and the transformation of a snoozer assignment into an award-worthy piece. Not all beautiful design is visual, and this is proof," remarked judge Charlie Wolff, Fallon Creative Lead, about The Human Harmonic Project.

This inventive project, created for the University of Colorado Hospital, turned science into art by converting medical data of the human body at work into an audio track. This track was pressed onto a custom vinyl and distributed to medical professionals around the country. Learn more about the project [here](#).

Cactus was recognized at annual Denver 50 Show on January 28, 2016, at the Space Gallery. Cactus' winning entries, chosen from among hundreds of submissions, included:

- "The Human Harmonic Project," integrated campaign, University of Colorado Hospital
- "When to Call" campaign, Colorado Crisis Services
- "Odell Mood Pairing" website feature, Odell Brewing Co.
- "Holiday Scratch" TV spots, Colorado Lottery
- "Where Education Comes Alive" out of home campaign, Denver Zoo
- "Odell IPA Campaign," integrated campaign, Odell Brewing Co.
- "Welcome Kit," Cactus
- "Hook or Crook," Cactus

"Every year, it is incredible to see the growth in the quality of work and innovation of ideas generated in the Denver advertising community," said Norm Shearer, Cactus Partner and CCO. "I am always proud of the impactful creative work we produce for all of our clients here at Cactus, and it is always an honor to be recognized by an esteemed panel of national judges in such a competitive environment."

The Ad Club of Denver works to cultivate and promote Colorado's most progressive advertising work. The Fifty is an annual award show that identifies the areas top fifty uncategorized, breakthrough ideas. Professionals from top national agencies act as judges to select the top traditional, public relations, digital or self-promotion strategies of the year.

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### **About Cactus**

Cactus helps the brands that help people thrive. A full-service communications agency, Cactus delivers brand impact for companies and causes through data-driven strategies, advertising, design, interactive, digital and integrated media services. The agency has been nationally recognized for its innovative work by The One Show, Communication Arts, The Webby Awards, SXSW, Favourite Website Awards, Advertising Age, Creativity and Print's Regional Design Annual, among others. For more information, visit [www.cactusdenver.com](http://www.cactusdenver.com).