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## **Renowned Illustrator, Bill Mayer, Lends His Talent to Design CICFF's New Look for 2005**

Chicago, IL – Bill Mayer, the celebrated artist and illustrator, has created cutting-edge concepts including fanciful monsters, wacky animals and fabulous people for some of the nation's best companies and publications including IBM and the *New York Times*. In 2005, Mayer adds the Chicago International Children's Film Festival to his extensive portfolio. Mayer will design the "new look" for the 22<sup>nd</sup> Annual Chicago International Children's Film Festival scheduled to run October 27-November 6, 2005.

Mayer's colorful and expressive characters have represented Fortune 500 companies across the nation. He credits his clients with having trust in his work that allows for such innovative experimentation in marketing pieces, and is known for giving campaigns a totally fresh look. For Mayer, whose variety of styles and techniques includes airbrush, watercolors and scratchboard, it's all about color. "It's a good way to get someone's attention," he said in a 1999 article. For the 2005 CICFF marketing campaign, Mayer is slated to design a series of characters that will capture the attention and imagination of millions of adults and children across the city of Chicago.

The Chicago International Children's Film Festival is the largest festival of films for children in North America, which features over 200 animated and live action films from 35 countries. The Festival welcomes over 24,000 Chicago area children, adults, and educators to the screenings, and over 100 filmmakers, media professionals and celebrities attend the Festival to lead interactive workshops with kids. In 2005 the CICFF is happening October 27-November 6 at Facets Multi-Media (1517 W. Fullerton) and other Chicagoland theatres.

For more information about the Chicago International Children's Film Festival or Facets Multi-Media, please contact Kasia Iverson at (773) 281-9075, email [kasia@facets.org](mailto:kasia@facets.org) or log onto our website at [www.cicff.org](http://www.cicff.org). To check out Bill Mayer's artwork log onto [www.thebillmayer.com](http://www.thebillmayer.com).

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3M Corporation, A. Frank & Dorothy B. Rothschild Fund, Academy of Motion Pictures Arts & Sciences, Albert Pick, Jr. Fund, Alphawood Foundation, American Airlines, Best Buy Children's Foundation, Chicago Film Office, Chicago Public Schools – Office of Language & Cultural Education, City of Chicago – Department of Cultural Affairs 'CityArts', Conant Family Foundation, Cosmopolitan Bank & Trust, David W. Collier Charitable Trust, Elizabeth Morse Genius Charitable Trust, Harris Foundation, Illinois Arts Council, Illinois Film Office, Illinois Bureau of Tourism, J. Walter Thompson, JP Morgan Chase Foundation, Katten Muchin Zavis Rosenman, Kenneth F and Harle G. Montgomery Foundation, Kraft Arts Discovery II, Leonard H. Lavin Family Foundation, Lloyd A. Fry Foundation, National Endowment for Arts, Oppenheimer Family Foundation, Polk Bros. Foundation, Seabury Foundation, Sherry Schwartz, Subaru of America Foundation, Variety, Children's Charity of Illinois, William Wood Skinner Foundation, WLS-Radio, WLS-TV, ABC Channel 7, Wrightwood Neighbors Association.