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GLENDALE'S 15TH ANNUAL CHOCOLATE AFFAIRE A SWEET SUCCESS

GLENDALE, Ariz. – Nothing was richer than this year's Glendale Chocolate Affaire for approximately 100,000 chocolate lovers who brought their sweet tooth to downtown Glendale for the 15th annual award-winning event.

Record-breaking attendance is not the only success the city is celebrating. Downtown merchants, event participants and partners are all talking about Glendale's fabulous festival:

“For fifteen consecutive years the Glendale Chocolate Affaire has been instrumental in bringing in thousands of people to our downtown,” said Joe Cerreta, of Cerreta Candy Company. “This truly is one event that pleases nearly everyone! We thank the city for giving us the opportunity to sponsor this event.” More than 4,000 people rode the shuttle from Murphy Park to Cerreta's during the festival.

Ray Ralls, owner of downtown business A Mad Hatter, commented: “I wanted to thank the city of Glendale and the Special Events staff for what was the best Chocolate Affaire I can remember. Our sales numbers were much stronger than previous years, and I heard many times from different customers that this was their first time in downtown Glendale and that they would be coming back.”

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Chocolate Affaire

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The romance component is a big draw for the festival, as well. “For me, it’s an author’s dream event,” said nine-time Chocolate Affaire author Judi McCoy. “The atmosphere in Glendale is warm and welcoming. I travel the country speaking at conferences, giving workshops, and teaching writing, and I have yet to find a place that’s as much fun as Glendale’s Chocolate Affaire.” More than two dozen authors appeared during the weekend.

Another important component to this year’s event was fundraising. For many years Cerreta Candy Company has donated a 300-pound chocolate heart which is raffled to raise money for the Glendale Mayor’s Youth Advisory Commission. The local high school students raised \$2,000 this year. In addition, the Glendale Fire Department sold Cerreta’s chocolate bars to raise money for their union’s newly-created Fire Charities branch; their fundraising efforts totaled more than \$5,600 and a portion of those funds went to Haiti relief.

In addition to chocolate, the festival also featured a fine element. The 2010 Glendale Centennial Plein Air Painting Event at the Glendale Chocolate Affaire was a first this year. The Arts Commission-sponsored competition included entries from artists as far away as Sedona, who created artwork with elements of Glendale’s history, in recognition of the city’s centennial. Winning artwork became part of Glendale’s permanent collection upon completion of the event. Out of 26 artists and 72 entries, eight winners were chosen. The winning artwork can be seen on the city’s Web site at www.glendaleaz.com/centennial.

For further information on Glendale’s award-winning festivals, visit www.glendaleaz.com/events.

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