



MEDIA RELEASE

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YELLOW ART AWARDS BAY OF PLENTY WINNER ANNOUNCED

Tauranga artist Iata Peautolu's artwork 'Moana-Ra-Whenua' today embarks on a year-long exhibition in every Bay of Plenty business and households, as the 2009 Bay of Plenty Yellow™ and White pages® phone books are delivered across the region.

'Moana-Ra-Whenua' beat more than twenty entries and two other finalists to win 53% of the public vote and a cash prize of \$2,000 in the Yellow™ Art Awards for the Bay of Plenty region. The awards, now in their 19th year, decide which contemporary New Zealand artworks grace the covers of the country's 18 regional White pages phone books.

Yellow Marketing Director Kellie Nathan says the awards provided winning artists with an unparalleled opportunity to showcase their work in their region.

"For many of our winning artists the Yellow Art Awards are a significant stepping stone in their creative careers. This is reflected in the increasing quality of entries each year", Ms Nathan says.

Mr Peautolu's inspiration for his artwork was a result of living in the "beautiful" Bay of Plenty region.

"My artwork represents the abundance of beauty and richness found in the moana (ocean), ra (sun) and whenua (land). It's truly a safe haven and paradise with a myriad of nationalities and incomparable beauty, one where we can all share in the blessings."

Ms Nathan says local communities also benefit financially from the Yellow Art Awards.

"The finalist and winning artworks from each region go under the hammer at a charity auction each year, and the proceeds are topped up by a grant from the Yellow Foundation Trust to the tune of \$10,000 per region.

“The final amount is then donated to a cause or charity in each region, and this year, the charity for the Bay of Plenty region is Waipuna Hospice,” says Ms Nathan.

Trish Rae, Fundraising Manager for Waipuna Hospice says they are delighted to be a recipient of the \$10,000 Yellow™ Foundation Trust donation.

“The funds will be used to purchase specialised equipment and resources for the Hospice and Inpatient Unit, as well as loan equipment for patients being cared for in their own home.

This is a significant contribution to Waipuna Hospice and the purchase of this equipment will greatly improve the quality of life and comfort of terminally ill patients.”

Charities and community groups including Rotorua Central Lions Club, Rotorua East Lions Club, Rotorua Baptist Church and Lake Taupo Sea Scouts will deliver 209,000 Yellow and White pages phone books to Bay of Plenty homes and businesses over the next two weeks as part of their annual fundraising efforts.

Ms Nathan said the company’s Yellow, White pages and Local directory phone books were used by one in three New Zealanders each week.

ENDS

Attached image: The 2009 Bay of Plenty White pages front cover featuring the winning artwork - ‘Moana-Ra-Whenua’ by Iata Peautolu.

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About Yellow

Yellow was formed in 1988 and publishes the print, online and mobile directories for Yellow, as well as the White pages® and the Local directory™. Yellow owns the 018® directory assistance service, a majority stake in 50s-plus website grownups.co.nz, and publishes the Retirement guide™, Yellow frontdoor™ and New Zealand Tourism Guide™, an award-winning online tourism directory. Yellow aims to help New Zealanders complete their missions and get the job done.

For more information please visit www.yellow.co.nz