



MEDIA RELEASE

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YELLOW™ ART AWARDS NORTHLAND FINALISTS ANNOUNCED

The Yellow Art Awards finalists for the Northland White pages® cover have been selected; now it's up to the public to decide who gets the top cover spot.

Yellow is giving Northland the chance, via online voting, to help decide which artwork will go on the cover of this year's White pages.

The three finalists, Vicki Leeuwenburg and Pam Mundell from Whangarei, and David van Diepen from Ruawai were chosen by a panel of expert judges.

Mrs Leeuwenburg's artwork, 'Northland Kai', focuses on the Far North "because it is such a beautiful part of Northland."

"As fish are still abundant there, unlike many other parts of New Zealand, it seemed appropriate to have a couple consuming fish and chips with the famous Mangonui Fish and Chip shop in the background."

Mr van Diepen chose to paint his artwork, 'Fishermen's Bay', because of the interesting interplay of light, shadow, colour and watery reflections.

"I've lived next to the Northern Wairoa River most of my life so I have a personal connection to it and the boats which belong to a local family are all individually hand crafted wooden boats which has always appealed to me."

Ms Mundell's artwork, 'Re-generation', depicts the re-growth of the young forests in Northland.

"It symbolically expresses the resurgence of Northland and the strengths of our emerging generations – their resilience, their renewal and the bridge they create between past and future.

Yellow Marketing Director Kellie Nathan says this is the 19th year of the successful programme, but the first where the public can decide what artwork makes the cover.

"The White pages are used by one in three New Zealander's each week, so we think it's important that the people of Northland can now have a say on what best reflects their region aesthetically."

To vote, visit the Art Awards website www.yellowartawards.co.nz and click on the 'Voting' link. Voting closes on Sunday 21 June.

In addition to public voting, this year the Yellow Art Awards programme has been enhanced by The Yellow Foundation Trust which will top-up and distribute the funds raised from auctioning the artworks.

"The Yellow Foundation Trust will donate money to regional initiatives in each of the 18 regions around New Zealand," says Ms Nathan.

The staff at Yellow were asked to nominate a special community project or worthy regional cause. From these staff submissions, the Trust selected one project – Hospice Bay of Islands, which will benefit to the value of \$10,000.

"Hospice Bay of Islands was a natural fit based on their synergies with our Yellow brand values and their connection with the Northland region," says Ms Nathan.

General Manager of Hospice Mid-Northland (previously known as Hospice Bay of Islands) Shelley Kirton says she is overwhelmed by the generous donation.

"This is such an unexpected and wonderful surprise and we are extremely grateful to and humbled by the generous support of the Yellow Foundation Trust.

"We provide loan equipment for our patients so that their care at home can be as easy and dignified as possible and we will purchase equipment for this use that we have otherwise been unable to purchase this year. Thank you Yellow Foundation Trust on

behalf of the Board of Trustees, our staff, volunteers and most importantly, our patients and their family/whānau”.

The new Northland White pages will be distributed across the region in August at which time the winning artist and their artwork will be revealed.

Ends

For more information please contact:

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About the Yellow™ Art Awards

- The Yellow™ Art Awards have been held annually since 1990 (formerly the Yellow Pages Group™ Art Awards).
- Each year hundreds of entries are received from emerging and established artists.
- 324 original artworks have been published on the front covers of White pages® phone books since the competition started.
- There are cash prizes for the competition's top three artworks overall and each regional winner. The winner receives \$2,000, first runner up \$1,000 and second runner up \$500.
- Funds are raised through the sale of artworks at a live auction event.
- The Art Awards judging panel this year comprised of Mark Olsen, a previous Auckland winner; art critic, John Daly-Peoples and Hamish Coney, Managing Director of Art + Object.

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