



MEDIA RELEASE

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YELLOW™ ART AWARDS WEST COAST & BULLER FINALISTS ANNOUNCED

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

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

To vote, visit the Art Awards website www.yellowartawards.co.nz and click on the 'Voting' link. Voting closes on Sunday 9 August.

The three finalists, Sharleen Davidson from Greymouth, Jane Riley from Fox Glacier and Pat Cross from Grantly were chosen by a panel of expert judges.

Ms Davidson's intention for her artwork, 'Call Waiting', is for the viewer to rekindle memories of days gone by.

"I want my artwork to stir up feelings of reminiscing, remind people of conversations and messages they have shared with friends and family and to recognise how invaluable communication really is."

Ms Riley's inspiration for her artwork, 'Beach', comes from living in isolation at Gillespies Beach and spending many hours combing the beach with her dog.

"My artwork depicts one of my favourite skies when the warm winds blow over the cold ocean creating the dancing cirrus stratus clouds that play amongst the endless hues of blues that we have in our crystal clear southern skies."

Ms Cross' artwork, 'Entering Paradise', shows three entry/exit points to the West Coast/Buller region - the Buller River, Knights Point, and Kohaihai River (Karamea).

She adds that the larger painting of the four is of a nikau which grows in proliferation in the Buller.

"When I have to go away from the Coast, on returning I get the most joyful feeling, because it feels like I am returning to paradise."

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 West Coast & Buller can now have a say on what best reflects their region aesthetically."

The new West Coast & Buller White pages will be distributed across the region in September 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