



MEDIA RELEASE

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YELLOW™ ART AWARDS TARANAKI FINALISTS ANNOUNCED

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

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

The three finalists, Christopher Herbert from Waitara; Aithnia Batchelor and Patricia Young from New Plymouth - were chosen by a panel of expert judges.

Mr Herbert said his artwork, TaraVista, was based upon a view on the same road where he grew up and his parents lived in North Taranaki.

"I used my imagination to capture the many elements Taranaki represents particularly the gate, and the hills and pastures. Much of this is a slice of a vision or vista of his birth place and childhood."

Mrs Batchelor's inspiration for her artwork, Cooool Taranaki Kids, is her love for children.

"I grew up in a large family with lots of kids and as a mother and a grandmother I've always loved seeing the happy smiles on their faces."

The inspiration behind Mrs Young's artwork, Taranaki Reigns Supreme, was when Taranaki won a couple of awards for "beautiful city and wonderful coastal walkway."

"I could not exclude the majesty of Mount Taranaki or the brilliant colour of our Pohutukawa tree hence the reason for naming my artwork – Taranaki Reigns Supreme."

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 Taranaki 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 5 July.

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 – Taranaki Youth Health Trust (WAVES) which will benefit to the value of \$10,000.

“Taranaki Youth Health Trust was a natural fit based on their synergies with our Yellow brand values and their connection with the Taranaki region,” says Ms Nathan.

Lou Roebuck for Taranaki Youth Health Trust says we are delighted to be a recipient of the Yellow Foundation Trust.

“We will put the money towards funding youth development programmes for young people in the Taranaki region. We have seen many young people turn their lives around and so our aim is to provide them with more opportunities to deal with these situations.”

The new Taranaki 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