



MEDIA RELEASE

15 July 2009

YELLOW™ ART AWARDS WAIKATO FINALISTS ANNOUNCED

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

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

The three finalists, Teresa Rodger from Putaruru, Mike Brown from Hamilton and Susan Hutson from Te Kuiti were chosen by a panel of expert judges.

Ms Rodger has lived in the Waikato all her life and she knew that water would be the focal point of her painting, Reflections.

“Our region has remarkable landscapes and this artwork focuses on the buildings and events that are associated with the Waikato. The children playing in the river is of particular significance to me due to my family's love of the water and favourite pastimes.”

Mr Brown's artwork, also named Reflections, was inspired by the river and the local area.

“My favourite piece of scenery is this river bank and I love to take in the spectacular view of how beautiful Hamilton is. Being a conservation man I also wanted to depict the Tui bird in its natural surroundings as well.”

Ms Hutson's artwork, Waikato Wonderland, is inspired by the wonderful things she and her young family have experienced since arriving in the Waikato two years ago.

“Since arriving in the Waikato the balloon festival has always been a huge highlight for us.

As a family we have been truly amazed by what we've discovered and we continue to discover new things all the time. I have tried to capture many of these elements in a fun way which people of all ages and cultures may relate to.”

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 Waikato 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 26 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 – LifeLine Waikato which will benefit to the value of \$10,000.

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

LifeLine Waikato Director Shelley Walker says we are honoured to receive the \$10,000 donation from the Yellow Foundation Trust.

“This donation is a wonderful opportunity for LifeLine Waikato to provide a refresher marketing campaign, to re-launch and reposition the LifeLine service, increasing awareness of the service throughout the Waikato community.”

The new Waikato 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:

Travis Logan

PR and Communications Co-ordinator

Yellow™

09 589 4328

027 254 8216

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