



MEDIA RELEASE

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YELLOW ART AWARDS SOUTHLAND WINNER ANNOUNCED

Invercargill artist Amy Bayliss' artwork 'Just South' embarks on a year-long exhibition in every Southland business and households, as the 2009 Southland Yellow™ and White pages® phone books are delivered across the region.

'Just South' beat more than twenty entries and two other finalists to win 47% of the public vote and a cash prize of \$2,000 in the Yellow™ Art Awards for the Southland 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.

Ms Bayliss' inspiration for her artwork came from a fascination of maps and typography.

"I've placed importance on familiar names, natural features and iconic landmarks rather than roads or geographical accuracy. I also wanted to emphasis the great mass of Fiordland and contrast its vastness against the more familiar Southland plains."

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 Southland region is Southland Youth Health One Stop Shop,” says Ms Nathan.

Jan Pfeifer, Interim Chairperson for the Southland Youth Health One Stop Shop Trust, says we are delighted to receive the \$10,000 from the Yellow Foundation Trust.

“One of our objectives is to assist the health workforce by providing an incubator environment for young people which allows them to engage with health professionals in a community setting. To achieve this, we plan to employ Peer Youth Support workers to help us provide a youth support service of the highest possible standard.”

Charities and community groups including Invercargill South Rotary Club and Windsor Community Church (Presbyterian) will deliver 84,500 Yellow and White pages phone books to Southland 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.

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Attached image: The 2009 Southland White pages front cover featuring the winning artwork - ‘Just South’ by Amy Bayliss.

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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