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FOR IMMEDIATE RELEASE

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### **2010 Wearable Art Exhibition Call for Entry Released**

PORT MOODY, BC – Jane Matthews, Executive Director of the Port Moody Arts Centre, and Andrew Danneffel, Chair of the Wearable Art Awards Committee jointly announced today the release of the 2010 Wearable Art Exhibition call for entry.

The exhibition will take place in and around the City of Port Moody from January 21, 2010 through March 21, 2010 during the Vancouver/Whistler Olympic Winter Games. The display will feature both new entries – as part of three new categories – and retrospective garments from past Wearable Art Awards events.

“We are aiming high,” Danneffel said. “We believe the City of the Arts can benefit artistically and economically from such a unique exhibition during a time when world attention will be focused on British Columbia.

“Some 6,000 media members, not accredited to cover the games events themselves will be seeking newsworthy events to cover and we believe we can encourage many of them, as well as other visitors, to come to Port Moody to see our Wearable Arts.”

\$2,000 in cash prizes will be awarded to the winners of the three categories – Canadian Spirit, Olympic, and Mantel – and the People’s Choice Award winner, the latter based on votes by the public during the two month exhibition.

“This is a fantastic opportunity for artists,” Matthews commented. “While there will not be a wearable art performance in 2010, the exhibition will span the Olympic schedule and allow artists to showcase their work to an expanded, international audience.”

The call for entry and related details and forms can be found at [www.wearableartawards.com](http://www.wearableartawards.com), the exhibition’s web site.

The 2010 Wearable Art Exhibition is presented by the Port Moody Arts Centre Society – with support from businesses and sponsors who currently include the City of Port Moody, the BC Gaming Commission, and the Port Moody Arts Centre – to encourage local, Canadian and International artists of all mediums to submit evocative, imaginative and thought-provoking creations for the human body. The imaginations of the participating artists are the only limits on entries.