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FOR IMMEDIATE RELEASE

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Port Moody Arts Centre Calls for Wearable Art Awards Entries

PORT MOODY, BC – A call for entries for the 2011 Wearable Art Awards, performances scheduled next February 18 – 19, has been issued by the Port Moody Arts Centre Society which, with the support of our community and corporate partners, offers \$5,000 in cash awards.

The event generally attracts up to 100 entries from communities across Canada, the United States and elsewhere. The entries will be shown by models during two performances in the Galleria at Port Moody's Civic Centre and then will be displayed at the Port Moody Arts Centre from March 3 – April 10, 2011.

Jane Matthews, the Port Moody Arts Centre's Executive Director, said the deadline for entries for this off-the-wall art event is December 10, 2010. Entry applications must be submitted online at www.wearableartawards.com/apply; important information - including must-read FAQs – can be found at www.wearableartawards.com/artists.

The 2011 Wearable Art Awards will feature three categories – Open, Headdress, and Brassiere. Prizes will be awarded in each of these three categories, along with additional awards, as determined by the jury panel, for: Second Life, Best in Show, Student participation, use of Technology, Ethnic Expression, Material of the Year (paper), and "People's Choice", the latter based on votes by the public at the awards performances and during the following showing at the Arts Centre.

"This year categories are form-based while an expanded list of awards will consider all entries," says Matthews. "Our jury will be weighting the scoring when selecting category and award winners in favour of conceptual message and wow-factor. We have also introduced a "Material of the Year" award and for 2011 that material is paper. Through the expansion of our awards we believe the event now appeals to a broader range of wearable art designers."

The Wearable Art Awards, begun in 2002, are presented by the Port Moody Arts Centre Society – with support from businesses and sponsors who currently include the BC Gaming Commission, the Port Moody Arts Centre, the City of Port Moody, and local

companies Pasta Polo and Pacific Coast Terminals – 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.