



SIERRA NEVADA CONSERVANCY

NEWS RELEASE

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CALIFORNIANS GO ON-LINE TO VOTE FOR NEW SIERRA NEVADA CONSERVANCY PEOPLE'S CHOICE LOGO

Sierra Businesses pledge \$20,000 for Sierra Logo Design Competition

Auburn – The Sierra Nevada Conservancy (SNC) announced that on-line voting begins today for a "People's Choice Award" winner of the SNC Logo Concept Design Competition. Starting today, viewers can rank proposed logos for this award at www.sierralogo.org.

The SNC opened its Logo Concept Design Competition in February, seeking artistic and graphic design concepts for possible use by the SNC. The logo concepts may be used in a number of new SNC graphics applications.

Qualifying students who reside in, or attend grades 9-12 within, the boundaries of the 22-county SNC are eligible to submit up to three logo design entries. Teachers, arts councils, and businesses are encouraged to invite students to participate.

Winners of the logo competition will be announced at the SNC Board meeting on May 3, 2007. Sponsors of the competition will present \$20,000 in awards to winning entrants and their schools. Awards for first, second, and third prize are \$2,500, \$1,500, and \$1,000 respectively. The winning entrants' schools will receive matching arts education awards of \$2,500, \$1,500, and \$1,000. United Natural Foods, Inc. of Rocklin, Sierra Pacific Industries Foundation of Anderson, and Sorenson's Resort of Hope Valley are sponsors of the financial awards to students and schools.

Other awards include a tour of the world-famous Pixar Studios, premiere passes to the Sixth Annual Wild & Scenic Environmental Film Festival from the South Yuba River Citizens League, a competition snowboard from Wave Rave Snowboard Shop of Mammoth Lakes, and whitewater rafting on a Sierra river from Tributary Whitewater.

The first 100 qualified entrants in the logo competition will also receive a Sugar Bowl Ski Resort day lift ticket valid during the 2007/08 season.

The logo competition will remain open to students through March 30, 2007. Students, teachers, and parents are welcome to review the rules, awards, and qualifications for the logo competition at www.sierralogo.org. No state funds will be utilized for any of the prizes. Prizes will be awarded by The Sierra Fund.

Born of bipartisan legislative efforts, the SNC was signed into law in 2004 by Governor Arnold Schwarzenegger. The SNC is comprised of 25 million acres in 22 California counties, and supports efforts to improve the environmental, economic, and social well-being of the Sierra Nevada region.

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