



2011 ARTIST OF THE YEAR

October 7, 2009

Dear BC Artist,

On behalf of the BC Wildlife Federation, I would like to invite you to participate in our **Artist of the Year 2011** program.

The BC Wildlife Federation's "Artist of the Year" program was developed in 1992. The goal of this program is to select a BC Artist whose work exhibits the beauty of BC's fish, wildlife and habitats.

The Artist of the Year is a program that supports our efforts through the sale of limited edition wildlife art prints. The sale of these limited edition art prints continues to fund BCWF conservation projects throughout the province and at the same time recognizes the talent of BC artists.

Artists are selected a year in advance to allow time for quality production of the artwork for sale and the ongoing promotion of the artist and their work every year.

ARTIST SUBMISSION DEADLINE IS FEBRUARY 28th, 2010.

The selection process includes an internal Art Selection Jury who will determine 3 finalists to be voted on by members at the 2010 BCWF Annual General Meeting and Convention in Prince George, BC, April 28th – May 1st 2011.

Enclosed you will find the Artist of the Year 2011 guidelines and submission form. If you have any questions regarding the program or the BC Wildlife Federation, please feel free to give me a call at 1-888 881 BCWF (2293) ext. 223 or via email at development@bcwf.bc.ca.

Yours in Conservation,

Joëlle Murré,
Marketing & Development Coordinator
BC Wildlife Federation