



SIERRA NEVADA CONSERVANCY

NEWS RELEASE

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**SIERRA NEVADA CONSERVANCY ANNOUNCES LOGO COMPETITION,
LAUNCHES CONTEST WEB SITE**
Sierra Students to Compete for \$20,000 in Awards and Prizes

Auburn – The Sierra Nevada Conservancy (SNC) today announced a Logo Concept Design Competition open to all students grades 9 through 12 in the Sierra Nevada Region. To help promote the contest, the SNC is also launching a Web site www.sierralogo.org so contestants will have information at the click of a mouse.

“This is a unique opportunity for young people in the Sierra Nevada to be a part of California history,” said Jim Branham, SNC Executive Officer. “While a final logo will involve several different graphic elements, we want to solicit ideas from students, make them a part of our process and have them be as excited as we are about the Sierra region.”

The SNC Logo Concept Design Competition seeks 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 school 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.
(See SNC map at http://www.sierranevadaconservancy.ca.gov/cdf_maps/)

Winners of the logo competition will be announced at the SNC Board meeting in May 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 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 (SYRCL), 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 2007/08 day ski ticket.

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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