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NEWS RELEASE

FOR RELEASE April 30th, 2005 at 3:30 p.m.

Editors: A bio on Yvette Moore follows this release.

Prairie artist and businesswoman awarded honorary diploma

Moore recognized for contributions to education and business

Moose Jaw – A long-time Moose Jaw resident has been awarded a honorary diploma in marketing from the Saskatchewan Institute of Applied Science and Technology. Yvette Moore received the diploma at the annual SIAS Palliser graduation ceremony held today in Caronport.

"Yvette is a nationally recognized artist and is well known throughout the city of Moose Jaw as someone who participates in all aspects of the community," says SIAS president and CEO Dr. Bob McCulloch. "She defines the words community involvement as seen through her many roles as an artist, businesswomen and volunteer."

SIAS's honorary diploma program recognizes people for distinguished achievements and contributions aligned with SIAS's vision, values, goals and objectives.

SIAS is Saskatchewan's primary public institution for post-secondary technical education and skills training, recognized nationally and internationally for its expertise and innovation. Almost 12,000 students are registered in SIAS programs, which touch every sector of the

economy; additionally, the organization draws more than 27,000 individual course registrations. It operates campuses in Moose Jaw, Prince Albert, Regina and Saskatoon, and provides a number of courses and programs through distance education.

Additional information about SIAST is available at www.goSIAST.com

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Yvette Moore – Canadian prairie artist

Bio

From portraying everyday happenings to historical architecture and events, Yvette Moore paints with a passion for detail that transcends her acrylic portrayals beyond the naturalism of a photograph.

Yvette Moore was born and raised on her family farm in the rural community of Radville, Saskatchewan. In 1986, she moved to Moose Jaw, Saskatchewan. As a mother of four, she began painting as a hobby and later expanded her talents into a full-time career. Upon moving to Moose Jaw, she pursued her education in architectural engineering and later accepted a position in the field. After one year, and the release of her first limited edition print, "Playtime Melody," Yvette changed her passion into her profession. She soon passed on her passion and vision to her children and now employs two of them with full-time careers in the framing and marketing division in her pursuit to excellence in the art field.

Almost 20 years later, Yvette continues to inspire and evoke the emotions of her audiences with her captivating images that tell the stories of the prairies. Her vision and preciseness for detail extends beyond simply being realistic. Critics have described her work to "make you homesick for the prairies, even if you have never been there."

She says, "I want my art to do so many things, but most importantly I want my art to be a document – a document of where we came from and where we are going. I find much of the simpler things in life no longer exist. By painting what I am most familiar with – children, the prairies and architecture – I can combine authenticity and a consistent integrity in all my works."

Her gallery and studio is located within her award-winning and acclaimed gallery in Moose Jaw, the Yvette Moore Gallery, which opened in 1999. As president of her company, as well as creating her paintings, she is active in the day-to-day operations and management. She works along with one of her daughters, Chantelle, who is the sales and marketing director of Yvette Moore Fine Art Inc. and her son, Tyler, who is her exclusive framer and a picture framing specialist for all of her work.

Yvette has been accredited with the privilege of receiving numerous awards throughout her career. In 1992, she was awarded the prestigious Mr. Christies Book Award – for outstanding achievement for illustration in Canadian Children's Literature – for "*A Prairie Alphabet*." Recently, Yvette was also awarded the Tourism Saskatchewan Award of Excellence for an individual who has exemplified and created an understanding of Saskatchewan within and beyond the borders through a creative and artistic endeavor. Her most recent honours include the Queen's Golden Jubilee Medal (2002) and the Saskatchewan Centennial Medal (2005).

Personally appointed by the Honourable J.E.N. Wiebe, the former Lieutenant Governor of Saskatchewan, Yvette created his portrait with the Government House in the background. This painting will be displayed for generations to come in the coveted Portrait Gallery of the Legislative Building in Regina, Saskatchewan. Upon the unveiling and hanging of this painting, Honourable Weibe described Yvette as a world class artist who is capable of capturing a prairie sky like no one else. Her work is also found in the homes of avid collectors around the world.

Yvette Moore's work is true to her personality and prairie roots: straightforward, uncluttered, natural and down to earth.

If you have never experienced the prairies, Yvette will take you there.

If you were raised on the prairies, but have since moved away, Yvette will take you back.

If you live on the prairies, Yvette will show you why to stay.

"Superlative...Moore's intricate, realistic style – calling to mind a cross between Andrew Wyeth and Norman Rockwell – lets readers appreciate details usually found only in a photograph." New York's Publishers Weekly - (Starred Review)

Yvette's commitment to her community is evident in her involvement in various organizations. As a Director on Tourism Moose Jaw, Southwest Tourism, Moose Jaw Chamber of Commerce and Arts in Motion, she feels that one can only make a difference by sharing their skills and talents with their community. This in turn makes a difference within the province.