



FOR IMMEDIATE RELEASE- January 20, 2012

SPLKA SEEKS ARTIST SUBMISSIONS FOR ANNIVERSARY LOGO CONTEST~

Sable Points Lighthouse Keepers Association (SPLKA, a Ludington-based nonprofit organization) seeks submissions from artists for their 25th anniversary LIGHTHOUSE ORGANIZATION LOGO CONTEST. The goal of this new label is to recognize the existing lights within SPLKA's umbrella of care and to incorporate the new sister light, White River Light Station into the organization's logo. Examples of the current logo and complete guidelines for the contest can be found online at www.splka.org. Artists are encouraged to keep their logo submissions within a manageable size and to use the following four lights, in their order along the shore from south to north, White River Light Station, Little Sable Point Lighthouse, Ludington North Breakwater Light and Big Sable Point Lighthouse. Alternately, artists may simply use the iconic Big Sable Point lighthouse as their point of focus, as Big Sable Point was the original lighthouse saved in the formation of the SPLKA organization. Artists should find a space for the entire name of the organization within their logo and submissions are requested by July 15, 2012. Final candidates will be voted on by the SPLKA membership at their annual

meeting on Saturday, September 22, 2012. Artists may send their electronic submission of artwork, along with name and contact information to: Cindy Beth Davis-Dykema, SPLKA Executive Director, at splkadir@t-one.net. The winning artist will receive a voucher for two night's stay in a SPLKA lighthouse residence, for use in 2013. Questions may be emailed to splkadir@t-one.net and full guidelines are available online at ww.splka.org

SPLKA ANNIVERSARY LOGO CONTEST GUIDELINES-

Images must be original and created electronically in vector graphics, NOT a bitmap image. It should be usable in monochrome and color media, using no more than three colors.

Logo/slogans must adapt well to electronic and print media, to reproduction on small surfaces and to use in color, black and white and in positive and negative forms. (Please note: the logo/slogan may be featured on everything created for the Association, including banners, posters, t-shirts, hats, stationery, signage, mugs, cups, commemorative coins, traditional marketing and all other SPLKA materials.)

The design must be relevant to SPLKA's past, present and future.

Up to three designs may be submitted by one artist entrant.

Submissions must be the original artwork of the entrant. All entrants must ensure that their artwork is not in violation of copyright laws and have not been used prior to submission to the SPLKA ANNIVERSARY LOGO CONTEST.

Deadline for Contest: July 15, 2012

Winners will be notified by: September 29, 2012

Please follow the guidelines carefully. Thank you for your participation!