

For Immediate Release – January 4, 2010

## **Adventure Photography Show & Sale January 18 – April 7, 2010**

Banff, Alberta – This art show and sale is an opportunity to purchase contemporary adventure photographs by amazingly talented photographers. The showcase features a diversity of activities, from skiing to hiking to ice climbing. These images capture the passion for and interaction with the mountains by men and women who enjoy playing and working in the Rockies.

All proceeds from the sale of these works will support the artists, and the Whyte Museum's exhibitions and programming.

**Adventure Photography** is presented as a companion to **EXPOSURE 2010**, the Calgary Banff Canmore Photography Festival. Throughout the month of February, this festival is a celebration of Canadian and international photo-based work featuring exhibitions and educational events in Calgary, Canmore, and Banff.

### **Show & Sale Opening Reception – February 6, 7 to 9 PM**

**Adventure Photography** showcases the photography of Will Gadd, Canmore; Mark Gallup, Calgary; John Gibson, Canmore; Jerry Kobalenko, Canmore; Pat Morrow, Invermere; Marc Piché, Canmore; Brad White, Banff; Gery Unterasinger, Canmore; and many more.

The Whyte Museum Shop hosts a series of juried art shows and sales throughout the year. These shows include feature artist shows, group shows, and themed shows and are intended to showcase a selection of works that complement other exhibitions, programs, or events at the Whyte Museum. All proceeds from the sale of these works will support the artists, and the Whyte Museum's exhibitions and programming.

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The Whyte Museum of the Canadian Rockies welcomes those who are drawn to the power and inspiration of these mountains. We are the gateway for experiencing and enjoying its art, culture and history in order to inspire and cultivate knowledge and the exchange of ideas. Visitors from near and far experience the Museum's galleries, programs, archives and library, heritage homes, museum shop, guided walks, tours, and special events.

For more information about the Whyte Museum of the Canadian Rockies, contact:

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