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FOR IMMEDIATE RELEASE

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**“CAN IT BE ART?” COMPETITION NEW TO ART FOR FOOD CELEBRATION**  
*Individuals, Businesses and Organizations Invited to Participate*

The City of Pocatello and The Idaho Foodbank are hosting a new art competition in conjunction with the annual Art for Food Celebration. The “Can it be Art?” Competition is open to any individual, business or organization that would like to design and build a unique structure with food cans.

Teams will have one day (October 11) to build the structure of their choice. The public will then be invited to vote for their favorite display from October 12 through 14. Votes can be cast with cans of food – one can equals one vote – or with money – \$1 equals one vote. There will be awards for Best Use of Labels, Structural Ingenuity, Juror’s Favorite, Honorable Mention, People’s Choice and Most Cans (Collected). The winners will be announced October 14 during the Art for Food Celebration, which is held in honor of the Mayor’s Awards for the Arts recipients. All food cans and food items used in the construction of the entries are then donated to The Idaho Foodbank to help fill their pantry.

“We are excited to add this new element to the annual event,” said Joye Jones, Eastern Idaho Administrator for The Idaho Foodbank. “Art for Food has always been an evening dedicated to art, so adding canned food art displays seemed like a natural fit.”

“I hope everyone gets behind this fun competition,” said Mayor Brian Blad. “There are so many talented and creative people in the community. I can’t wait to see the entries and to find out how much canned food we can collect for the Foodbank.”

Entries are limited to 15 due to size, so register now. Rules and the registration form for the “Can it be Art?” competition are at <http://idahofoodbank.org/events.htm> or on the City’s website under the “news releases” link. The deadline for registration is October 1, 2010.

For more information, contact Joye Jones at 233-8811.

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