



For immediate release

**For the first time a craftsman wins the Cultural Calendar art contest.**

**Campbell's Bay, 2010, April 16<sup>th</sup>.** Seven artists entered the Cultural Calendar's art contest this year, proof of its success amongst the Pontiac artistic community. Clément Hoeck, ceramist, is the 2010 winner. After having completed a degree at Montreal's Centre de Céramique Bonsecours, and having traveled to Korea to improve his skills, Clément Hoeck settled down in the Pontiac to open his studio. Since 2009, he has taken part to the Pontiac Artists' Studio Tour. For the first time since the art contest was created, the jury has awarded a craftsman to illustrate the Calendar's cover. It was judged that Clément Hoeck submitted a picture revealing an important art form in the Pontiac. The poetry given by the various colors and details deserves to be seen by all.

For the first time this year, the Cultural Calendar won't be distributed to all Pontiac households. This is part of the green sustainable development policy taken by the Pontiac MRC (less paper, plastic bottles...). For that purpose, the Pontiac CLD which has designed and distributed the Calendar since 2005, decided to publish the 2010 Calendar on the MRC Pontiac Web site. The aim is to help the visitors plan their visit of the MRC and encourage them to take part in the local events.

However, the CLD recognizes that some people still don't have access to high speed Internet. That is why paper copies will be available in Pontiac businesses, Tourist Information kiosks and also at Info Pontiac.

More information regarding the artist at: <http://clayrootsstudio.com>

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Source :

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