

For Immediate Release – March 25, 2010

**Art Show & Sale**  
**A is for Alpine: Mixed Media Illustrations by Max Elliott**  
**April 10 – May 4, 2010**

Banff, Alberta – The Whyte Museum of the Canadian Rockies celebrates the work of Banff artist Max Elliott with an art show and sale, *A is for Alpine: Mixed Media Illustrations by Max Elliott*, featured by the Museum Shop and on display in the Swiss Guides Room.

The show features 26 mixed media illustrations, one for each letter of the alphabet. The illustrations celebrate activities, wildlife, and mountain landscapes in the Canadian Rockies. These images were produced to illustrate a book introducing mountain concepts to very early readers in *Canadian Rockies ABC*, published by Summerthought Publishing.

Max Elliott has lived and worked in the mountain parks of Western Canada for most of the past 26 years. She has studied at The Banff Centre, the Alberta College of Art and Design in Calgary, and the Nova Scotia College of Art and Design in Halifax. Max has created drawings, paintings, mixed-media collages, jewellery, prints, mosaics, ceramic pieces, and poetry reflecting her love of an ever-changing and inspirational mountain environment.

Elliott's previous exhibitions have included the solo show *Glacier-fed* and the group show *Elemental Inspiration: Out of the Wildfire*, both at the Whyte Museum of the Canadian Rockies. Her work can be found in public and private collections worldwide.

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 artist, and the Whyte Museum's exhibitions and programming.

**Show & Sale Opening Reception, Book Launch – April 10, 7 – 9 pm, Artist in Attendance**

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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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