

NEW ZEALAND
WEST COAST
SUPPORTING THE PIKE RIVER MINERS

2011 CALENDAR | PHOTOGRAPHY by JASON LAW

ancoprint

:: jason law ::
p h o t o g r a p h y

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The Story To Date

The Supporting the Pike River Miners fundraising 2011 Calendar, consists of a collection of unique West Coast images by photographer Jason. The images along with the opening tribute page showing the 29 miners with names, ages, and citizenship create a unique product that hopefully will inspire people daily to make the most out of what life has to offer.

With the miners still underground, and the Pike River Coal company going into receivership, and the 114 jobs lost in the West Coast, its important that as New Zealanders we band together and try to raise as much money, both locally and internationally for this cause as possible, so that the miners can be returned to their loved ones.

Contact has been made with the admin of the Pike River Disaster Relief Trust, and we have the approval from them to use their logo and the content of the calendar has been approved for printing. The first printing run is underway (21st Dec), and have already had interest from numerous large chains, with the first order being placed

Supporting the Pike River Miners Facebook Page currently has 101,780 Fans <http://www.facebook.com/PikeRiver> and the admin for that page, has said that he will be sending out a promotions email to all 101,780 fans announcing the Calendar is for sale.

www.PikeRiverCalendar.com Launched for online sales using Paypal.com and direct debit, with potential for a sponsors page to be added. Further details to be released.

A Wall Calendar Facebook page has been created (<http://www.facebook.com/PikeRiverCalendar>) to give followers updates on sales, or other information about the progress of the Calendar as it makes its way around the world. Currently this has 54 fans with very limited promotional work to date.

TV news crews will be contacted with plans for a potential surprise visit for a partner of a lost Pike River Miner. Plus numerous press releases are planned.

Thanks for Supporting the Pike River Miners

Jason and Anthony