



## **MEDIA RELEASE**

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# **Kerry's 'Golden' idea realised**

**19 Nov 2002**

With the change in KCGM's corporate identity came the opportunity to spruce up the well-known "Greening the Golden Mile" signs along the Eastern Bypass Road, and who better to approach than the local talented graphic designers at Curtin University?

Kerry Lewis, a first year student, was the winning designer of the Environment signage challenge that KCGM presented to the Curtin University Graphic Design class. Now the fruits of her work are up for all to see – and at 3m wide and 1.8m high they are certainly larger than life!

"I wanted to keep the design simplistic while remaining eye-catching. Using the green and red native gun tree leaf I aimed to portray the action that KCGM has, and continues to take, to lessen the environmental effects of large scale mining, and generally beautify the Golden Mile area," said Kerry.

"With the centre line of the leaf representing the Golden Mile, the bottom half represents the infamous red dirt of the goldfields and the top half of the leaf in green to portray the 'greening' of the golden mile it creates a simple yet effective image which tells the viewer exactly what 'Greening the Golden Mile' is all about"

KCGM was also pleased with the opportunity to support Kalgoorlie's Curtin University and its local students.

"I was doubly delighted when presented with Kerry's innovative design depicting the revegetation work that we do along the Golden Mile," said Dr Jim Bawden, KCGM Manager of Safety & Environment.

"Firstly the quality was first class, it is an excellent piece of work. The fact that it also came from a local student at Curtin made the image all that more relevant – the standard is terrific and Kerry's rationale for her design was spot on!"

### **Contacts**

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**End of Statement**

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