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### **FREDRIX® PRINT CANVAS FEATURED AT DISNEY EARTH PREMIERE**

Lawrenceville, GA - Fredrix® Print Canvas has continued its partnership with world-renowned environmental artist Wyland by unveiling a monumental work of art for Earth Day inspired by DisneyNature's landmark first film, "Earth". The 4,000-square-foot image was revealed at the El Capitan Theater in Hollywood, California on April 18th for the film's U.S. domestic premiere.

The 100-foot long image printed on Fredrix® wide format mural canvas was created by Fredrix® Print Canvas and Astek Wallcovering Inc. The printed mural was incorporated into the design of the theater interior allowing filmgoers an opportunity for the first time ever to walk through a Wyland work of art.

In keeping with the "green" elements of this project, Astek Wall Coverings printed the image with the new eco-friendly Durst 320 UV Curable printer using soy based, 100% VOC free inks. The image, entitled "Earth: the Blue Planet" was created by Wyland originally as a 4' x 7' oil painting and depicts two humpback whales to represent the fragile balance that supports the cycle of life on Earth.

Wyland has been painting on Fredrix® artist canvas for many years and it was his first choice to select wide format canvas from the digital media arm of Fredrix® for this project. "Fredrix® Print Canvas was chosen for its consistent quality and its ability to display the bold colors which best represented the original" states Wyland.

For more information, visit [www.FredrixPrintCanvas.com](http://www.FredrixPrintCanvas.com) or call 1.800.241.8129 ext. 175  
For international inquiries, call +1.770.963.5256 ext. 160

*Fredrix® Print Canvas is based in Lawrenceville, GA and is owned by Tara Materials, Inc which also manufactures Fredrix® Artist Canvas, along with a full line of readymade frames sold as Tara® Picture Frames and Tara® Fine Frames.*

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