

Paintings for avalanche awareness

Nicole Freshley's 'AVY SAVVY' print sales help support the Wallowa Avalanche Center

By Lisa Britton
For EO Media Group

ENTERPRISE — Nicole Freshley discovered skiing when she moved to Enterprise five years ago. These days, before she heads out to explore deep snow in the backcountry, she checks in with the Wallowa Avalanche Center.

"Every time we go into the backcountry, we always check," she said. She's never experienced an avalanche.

And she wants to keep it that way.

"The goal is to use your knowledge of avalanche safety to avoid it," she said.

To support the work of the WAC, Freshley is selling prints of her paintings and will donate 50% of the profits to the center.

She's titled the collection "Avy Savvy" and describes the paintings as "limited edition archival prints inspired by the freedom and danger of backcountry riding."

Freshley, 31, has painted since she was a child. She has no formal training, and began selling her work at the end of 2019 under the name Magic Woodland Studio.

For the fundraiser, she has three designs: "Anthony Lakes Powder Storm" (far right), "Somewhere Out There" and "Bluebird, Baby!" (on the cover).

Freshley is selling 25 prints of each design. There are three sizes to choose when ordering.

To view and purchase prints, visit her website at www.magicwoodlandstudio.com/projects.

Although she grew up in the Portland and Long Beach peninsular areas, Freshley said she's familiar with living in rural places like Enterprise.

"In some ways, it was like coming home," she said.

It's also where she fell in love with skiing.



Nicole Freshley

"There's such a cool and fun skiing culture," she said. "It really spans all age groups."

She started at the local ski hill Ferguson Ridge, then she began exploring what she calls "mild backcountry."

"If you want to push yourself, getting a backcountry ski setup is the way to go," she said.

But safety is paramount.

She's now taken the AIARE



Magic Woodland Studio/Contributed Images

"Anthony Lakes Powder Storm" by Nicole Freshley, of Enterprise, is one of three prints in her "Avy Savvy" collection on sale to benefit the Wallowa Avalanche Center.

(American Institute for Avalanche Research and Education) level one course through the WAC.

"It's such a great resource to have these courses available right here where we recreate," she said.

These safety courses and short clinics about avalanche safety are in addition to the center's mission to provide forecasts of avalanche conditions in Eastern Oregon, as well as observations submitted

from the public.

Sometimes, Freshley noted, plans need to change due to unsafe conditions.

"Recognize there will always be another opportunity — today may not be the day to go," she said.

Her "Avy Savvy" paintings capture wintertime in the mountains, whether that's skiing at Anthony Lakes Mountain Resort or exploring fresh powder in the Wallowa Mountains.

"It's so quiet in the winter, and so infrequently visited," she said. "You feel isolated, like you're in a secret world. It's overwhelmingly beautiful."

About the WAC

The nonprofit Wallowa Avalanche Center provides avalanche forecasts and snowpack assessments for Northeast Oregon, and provides access to avalanche safety education. To learn more about the the Enterprise center, go to www.wallowaavalanchecenter.org.

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FRIDAY

High 50 Low 31

A few showers



SATURDAY

High 50 Low 27

Showers possible



SUNDAY

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