

January 8, 2009

FOR IMMEDIATE RELEASE

From: Gaylord/Otsego County Chamber of Commerce
Gayla Lamberies – Special Events Coordinator

Subject: Alpenfest 2009 Pin Design Contest

It's time for the Annual Alpenfest Pin, "45th on the 45th" the dates for the 2009 Alpenfest will take place July 14th – 18th, 2009. The winner will receive a \$50 cash award and public acknowledgment as the winning designer. The design will be used on the official Alpenfest pin as well as in all promotional materials for the 2009 Alpenfest.

Alpenfest Pin Criteria are as follows:

"A successful project communicates the message, provides important information, expresses the theme (visually attracts attention, has a focal point with having a strong contrast off center, repeats colors/shapes and does **not** include clip art), use type that looks professional, fits into a round button shape and is memorable." All designs submitted must fit into a 6" circle.

In addition, designs need to include the dates of Alpenfest and the words Alpenfest & Gaylord, MI. Designs should depict the theme "45th on the 45th", aka (45th annual Alpenfest on the 45th Parallel). Entries are due, in the office, by Monday, March 2, 2009, and may be submitted at the Gaylord/Otsego County Chamber of Commerce, attn: Gayla Lamberies, 101 W. Main St., or mailed to PO Box 513, Gaylord, MI 49734.