

January 27, 2010

**FOR IMMEDIATE RELEASE**

From: Gaylord Area Chamber of Commerce  
Gayla Lamberies – Special Events Coordinator

Subject: Alpenfest 2010 Pin Design Contest

It's time for the Annual Alpenfest Pin Design Contest. This year theme is,

**“Now This is Swiss”**. The dates for the 46<sup>th</sup> annual Alpenfest is July 13-17<sup>th</sup>, 2010.

A \$50 cash award will be given to this year's pin designer winner. The design will be used on the official Alpenfest pin as well as in all promotional materials for the 2010 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 **“Now This is Swiss”**. Entries are due, in the office, by Friday, March 5, 2010, and may be submitted at the Gaylord Area County Chamber of Commerce, attn: Gayla Lamberies, 101 W. Main St., or mailed to PO Box 513, Gaylord, MI 49734.