



The Second Time Around

29th Annual **Flowers&** Design Contest

Or it could be the third, or fourth... but however many times she's been married before, the "encore" bride wants—and deserves—a beautiful bouquet. It may be somewhat more modest, designed to complement a simpler gown. But there's no reason why the bridal bouquet that stars in a second wedding should be any less elegant, romantic, and sophisticated—or whatever qualities express the encore bride's own style and personality.

HOW TO ENTER

Send a photo of a design that expresses this year's theme, "The Second Time Around." The design must feature fresh flowers primarily. The wholesale cost of materials must not exceed \$50. So that we can see the bouquet closer up in the photo, it should be no more than three feet tall or long by three feet wide or deep. Make sure the entire bouquet is visible within the frame of the photo.

MORE ABOUT THE PHOTO

We suggest you photograph your bouquet on a simple stand (available from your local wholesaler) against a plain, neutral background. Do not include props or persons in the photo. Send only one photo. Do not mount the photo, and do not write your name or address on the back. The photo may be either a digital photo or a high-quality print, at least 5 by 7 inches. Digital photos must be taken at a high resolution and should be sent on a CD; digital photos must also be accompanied by a print, one with good color accuracy. Please call us with any questions at 800-321-2654, extension 3590.

SUBMITTING YOUR MATERIALS

Each entry must be accompanied by a fully completed entry card (at right). Photocopies of the entry card will be accepted. Only one submission per contestant is allowed. Sorry, we are unable to acknowledge receipt of each entry. All photographs become property of *Flowers&* and will not be returned. Send to: *Flowers&* Design Contest, 11444 West Olympic Blvd., Los Angeles, CA 90064.

JUDGING

Winners will be selected through two phases of judging:

Phase 1 A preliminary screening by a panel of expert judges determines the 10 finalists. Entries are judged anonymously, according to the originality, color harmony, balance, mechanics, and overall design of each arrangement as well as on how well they meet the requirements of this year's theme. Finalists are notified of their status as such by May 30.

Phase 2 The original photographs of the top 10 entries are featured in the August issue of *Flowers&*. Once again, the designers' identities are not revealed. Voting by number, the magazine's readers choose the first-, second-, and third-place winners from the 10 finalists' designs, using a postage-paid ballot card included with the August issue. The winners are announced in the November 2013 issue of *Flowers&*.

DEADLINE

Entries must be postmarked by Saturday, March 30, 2013.

CASH PRIZES

1st Place:	\$1,000
2nd Place:	\$500
3rd Place:	\$250



Official Entry Card

(Complete entire form, front and back. Please print clearly.)

Name

Address

City

State

ZIP

Company or shop name

Company or shop address

City

State

ZIP

Phone: Work ()

Home ()

E-mail address

Deadline for entries: Saturday, March 30, 2013

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List all materials included in your design. Wholesale cost must not exceed \$50.

Where possible, list actual cost; where actual cost is unavailable, list a fair market value.

(Failure to complete this section will automatically disqualify you.)

[illegible]

Send this completed entry card with a photo of your design to:

Flowers& Design Contest, 11444 West Olympic Blvd., Los Angeles, CA 90064.

All entries must be postmarked on or before Saturday, March 30. Only one design permitted per person.

All photographs become the property of Flowers& and will not be returned.

If you have any questions, please call 800-321-2654, extension 3590, between 9 A.M. and 5 P.M. P.S.T.