

To see all pattern views, visit [www.simplicity.com](http://www.simplicity.com) or your Simplicity Patterns retailer.

# ASG CREATIVITY CONTEST 2011



SIMPLICITY 2284



SIMPLICITY 2286



SIMPLICITY 2287



SIMPLICITY 2288



SIMPLICITY 2293



SIMPLICITY 2453



SIMPLICITY 2469

The American Sewing Guild's 2011 Creativity Contest is your invitation to a fabulous sewing journey. It begins with seven great patterns. Use just one pattern or mix them up to create a one-of-a-kind outfit. Adjust, adapt, embellish. Size them up or size them down. Sew for yourself or someone else. The challenge is simple: be as creative as you can using fabric, trim, and the designated Simplicity patterns.

## AWARD CATEGORIES

### ASG Sewing Star Award (for ASG members *only*\*)

- Grand prize: ASG Conference 2011 package, including registration, hotel and transportation (maximum value: \$1,000)
- Honorable mention (two): \$100 shopping spree on [Simplicity.com](http://Simplicity.com); one-year subscription to *Threads* magazine; the Spring and Autumn issues of the *Simplicity Pattern Catalog*

### Shining Star Award (for *anyone* ages 16–22)

- Grand prize: Sewing machine from Brother International
- Honorable mention (two): \$100 shopping spree on [Simplicity.com](http://Simplicity.com); one-year subscription to *Threads* magazine; the Spring and Autumn issues of the *Simplicity Pattern Catalog*

### Rising Star Award (for *anyone* ages 15 and under)

- Grand prize: Sewing machine from Brother International
- Honorable mention (two): \$100 shopping spree on [Simplicity.com](http://Simplicity.com); one-year subscription to *Threads* magazine; the Spring and Autumn issues of the *Simplicity Pattern Catalog*

All finalists, including grand prize and honorable mention winners, will receive a certificate redeemable for three (3) Simplicity patterns of their choice. In addition, they will be honored at the ASG Conference 2011 in Los Angeles, California, August 18–21, 2011. They will also be featured in the Fall 2011 issue of *ASG Notions* and on the ASG and Simplicity Patterns Web sites.

\*For information on becoming an ASG member, visit [www.asg.org](http://www.asg.org). The contest is not open to members of the ASG Board of Directors, ASG Regional Representatives, or employees of ASG or Simplicity Creative Group.

## HOW TO ENTER

Your entry must include:

- Photos of the garment/ensemble created using Simplicity

2284, 2286, 2287, 2288, 2293, 2453, and/or 2469

- Fabric swatches
- Photocopy of current ASG membership card (for ASG Sewing Star *only*)
- Entry form (see below)

In addition, include any or all of the following, as necessary to tell your creativity story:

- Trim/fabric samples
- Up to five close-up photos of any special details or techniques
- Written description of anything special you want us to know about your entry (maximum 300 words, typed, double-spaced on one side of an 8½" x 11" piece of paper)

### To assemble your entry:

- Affix photos or samples to 8½" x 11" paper and/or use clear plastic photo pages or sheet protectors. Do not send loose photos or samples.
- Put all the elements together, notebook style. Staple them together or insert them in a lightweight binder or folder (any style, as long as contents are not loose and binder/folder is no more than ½" thick).
- Permanently affix the entry form and copy of your current ASG membership card to the inside back cover of your entry.

If you wish your entry returned, you must also include a self-addressed envelope large enough to contain your entry and stamped with sufficient postage for its return. Paper-clip the envelope to the inside back cover of your entry.

### DO NOT SEND ACTUAL GARMENTS FOR JUDGING.

**THEY WILL NOT BE ACCEPTED.** Up to five finalists in each category will be notified by phone not later than May 20, 2011. Beginning midnight Eastern DST, Monday, June 6, 2011, the finalists' garment and technique photos, along with the written description, will be posted on [www.asg.org](http://www.asg.org); ASG members and friends can go to [www.asg.org](http://www.asg.org) and vote for their favorite. Voting closes midnight Eastern DST, Monday, June 20, 2011. Grand prize and honorable mention winners will be announced online June 28. Winners will also be notified by phone.

### CRITERIA FOR JUDGING THE FINALISTS

Entries will be judged on the following criteria: overall appearance and fashion point of view; creative effort; selections/combinations appropriate to design; and general workmanship.



## CREATIVITY CONTEST 2011 ENTRY FORM

_____ ASG MEMBER NAME		_____ NAME/AGE OF SHINING STAR/RISING STAR*	
_____ ASG CHAPTER AFFILIATION (optional for Shining Star/Rising Star categories)		_____ *SIGNATURE OF PARENT OF GUARDIAN (required for any entrant age 18 or under)	
_____ ADDRESS			
_____ CITY	_____ STATE	_____ ZIP	
_____ PHONE		_____ E-MAIL	

SEND TO: ASG Creativity Contest, c/o Simplicity Pattern Company,  
261 Madison Avenue, 4th floor, New York NY 10016

**DEADLINE: ENTRIES MUST BE POSTMARKED NOT LATER THAN MIDNIGHT FRIDAY, MAY 6, 2011.** Finalists will be notified not later than Friday, May 20, 2011. Online voting begins Tuesday, June 7, 2011 and ends Monday, June 20, 2011. Grand prize and honorable mention winners will be notified by phone not later than Friday, June 24, 2011.

I am entering in the following category (check only one):

- ASG Sewing Star Award (ASG members only)
- Shining Star Award (*anyone* ages 16–22)
- Rising Star Award (*anyone* ages 15 and under)

I used these Simplicity pattern(s) (check all that apply):

- 2284
- 2286
- 2287
- 2288
- 2293
- 2453
- 2469

THE ASG CREATIVITY CONTEST ENTRY IS AN ORIGINAL ENTRY AND IS NOT A COPY OF ANY OTHER PERSON'S ENTRY. BY SUBMITTING AN ENTRY, THE ENTRANT, ON BEHALF OF ITSELF AND THE PHOTOGRAPHER (IF NOT THE ENTRANT), AGREE THAT THE PHOTOGRAPH OR DIGITAL MEDIA SUBMITTED MAY BE USED, REPRODUCED AND PUBLISHED FOR PUBLICITY PURPOSES WITHOUT FURTHER CONSIDERATION AND THAT THE ENTRANT OR SPONSOR HAS READ THESE OFFICIAL RULES AND ACCEPTS THE CONDITIONS OF PARTICIPATION IN ORDER TO BE ELIGIBLE FOR A PRIZE. THE ENTRANT IS NOT AN EMPLOYEE OR A RELATIVE OF ANY EMPLOYEE OF SIMPLICITY CREATIVE GROUP, OR ITS AFFILIATES, SUBSIDIARIES OR ADVERTISING AGENCIES. VOID IN MARYLAND AND VERMONT AND WHERE PROHIBITED OR RESTRICTED BY LAW. SIMPLICITY CREATIVE GROUP RESERVES THE RIGHT TO CHANGE OR CANCEL THE ASG CREATIVITY CONTEST AT ANY TIME.

Limit one prize per person. Any winner who does not comply with the Official Rules will be disqualified and an alternate winner will be selected

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST. A PURCHASE DOES NOT IMPAIR YOUR CHANCES OF WINNING. VOID IN MARYLAND OR VERMONT AND WHERE PROHIBITED OR RESTRICTED BY LAW.

Return of any prize or prize notification as "undeliverable" will result in disqualification and an alternate winner will be selected. If a potential finalist or winner cannot be reached after a reasonable effort has been made during five (5) business days from the first notification attempt, such person may be disqualified, with an alternate winner selected. Any prize notification or prize returned as undeliverable will result in the awarding of that prize to an alternate winner.

**Eligibility:**

All legal U.S. residents over the age of 18 residing in the 50 United States (other than residents of the States of Maryland and Vermont and where prohibited or restricted by law) and the District of Columbia are eligible; entries by those under the age of 18 are eligible provided the entry form is signed by a parent or legal guardian. Employees and affiliates of Simplicity Creative Group and their immediate families and members of their households are not eligible to participate in the ASG Creativity Contest. Entrants must use one or more of the current ASG Simplicity Patterns. If entrant does not have any current ASG Simplicity Patterns, entrant may use an older ASG Simplicity Pattern. By registering to win the prize, the winner grants Simplicity Creative Group permission to use his/her name and likeness for advertising and future promotion purposes without additional compensation (except where prohibited by law). Unaccepted prizes may not be awarded. The ASG Creativity Contest is subject to these complete and Official Rules.

**Conditions:**

By participating in the ASG Creativity Contest you agree to release and hold the American Sewing Guild and Simplicity Creative Group and its directors, officers, employees and agents, and all prize suppliers harmless from any and all losses, damages, rights, claims, and actions of any kind in connection with the ASG Creativity Contest or any product purchased, or resulting from acceptance, possession, use or misuse of any prize, including, without limitation, personal injuries, death, property damage, and claims based on publicity rights, defamation, or invasion of privacy, whether suffered by you or a third party. The ASG Creativity Contest is void wherever prohibited or restricted by law and is subject to all applicable federal, state and local laws and regulations. By participating, entrants agree to be bound by these Official Rules and the decisions of Simplicity Creative Group and waive any right to claim ambiguity in the ASG Creativity Contest or these Official Rules. Simplicity Creative Group is not responsible for any printing errors in any materials related to this Contest. All aspects of the Contest will be governed by these Official Rules. All decisions regarding the ASG Creativity Contest will be made by Simplicity Creative Group, whose decision shall be final. Winners are solely responsible for all applicable federal, state and local taxes. Simplicity Creative Group is not responsible for lost, late, misdirected, mutilated, or postage-due entries or mail.