



May 2009

Dear Designer,

This year, 2009, marks The University Hospital Foundation's 25th annual Festival of Trees! One of the largest charitable events in Edmonton, the Festival of Trees is also one of the largest festivals of its kind in North America! Over 35,000 people attended the Edmonton Festival in 2008.

Festival visitors are always delighted with the display of Gingerbread designs and Decorated Cakes. They comment on the amazing detail and the amount of time required to design and create these wonderful pieces. Many thanks to all of you who contributed to the display in past years. Please consider this invitation to participate again! This invitation is also extended to any new designers who would like to join the many others who contribute to the success of the event, and support our community.

Proceeds from the 2009 Festival of Trees will help to advance transplantation services at the University of Alberta Hospital. Funds raised will support the development of a specially-equipped Transplant Operating Room. Time is crucial in transplantation surgery, and this will greatly assist in scheduling transplant surgery that offers patients a second chance at life.

The theme for our 25th year is "**An Enchanted Journey**". This package includes all the information you will need to participate in the Gingerbreads and Cakes event at the Festival of Trees. **Please read all information carefully as there are some changes. The total number of entries will be capped, so send your information in early.** Please complete and return the contract to the Festival of Trees office no later than September 18, 2009. The information is also available on the Festival of Trees website at www.festivaloftrees.ab.ca. Any questions can be directed to Karen Stephen at the email address or phone number below.

Your interest and support for this cause is greatly appreciated. We look forward to working with you in creating "**An Enchanted Journey**" for the entire Edmonton community.

Yours truly,

Karen Stephen
Gingerbreads & Cakes Committee
2009 Festival of Trees

Home: (780) 455-3417
Email: gbread@telus.net



**University Hospital Foundation
2009 Festival of Trees**

**Gingerbread Structures & Decorated Cakes
Designer Policies & Procedures**

The creative designer entries are the foundation of the Festival of Trees. Submitting an entry provides you with a unique opportunity to contribute to an event that works in partnership with over 8,000 volunteers, businesses and sponsors every year. Your entry form must be received by September 18, 2009.

Festival Dates: November 26 to November 29, 2009
Place: Shaw Conference Centre, 9797 Jasper Avenue, Edmonton
Theme: "An Enchanted Journey"

IMPORTANT DATES

Gingerbread Structures: Base Pick-up

Date: Saturday, October 24, 2009

Time: Noon to 2:00 pm

Location: Festival of Trees Warehouse, 4701 91 Avenue, Edmonton; Phone: 780-451-0765

Gingerbread Structures & Decorated Cakes: Delivery and Set-up

Date: Tuesday, November 24, 2009

Time: 2:00 pm to 8:00 pm

Location: Shaw Conference Center, 9797 Jasper Avenue, Edmonton
Halls A, B and C; (West loading dock on Grierson Hill)

ALL ENTRIES MUST BE DELIVERED NO LATER THAN 8:00 PM ON TUESDAY, NOVEMBER 24, 2009.

Contact Information

**Karen Stephen,
Gingerbreads & Cakes Committee
Phone: (780) 455-3417
Email: gbread@telus.net**

University Hospital Foundation Festival of Trees
9-130 Clinical Sciences Building, 8440 112 St NW
Edmonton AB T6G 2B7

Phone: (780) 407-2786 Email: festivaloftrees@cha.ab.ca or gbread@telus.net
Fax: (780) 407-8219 Website: www.festivaloftrees.ab.ca

GINGERBREAD STRUCTURES

Design: Your creation is limited only by the extent of your imagination, by size restrictions and by stability for display and moving. The theme for this 25th Festival of Trees is “**An Enchanted Journey**”. If possible, we ask that your creation reflect this theme, although it is not mandatory. Your creation could reflect any of the themes from past years. A source of electricity will be available if you desire to use lights/power in your design.

Size: The maximum base is 59.7cm x 59.7cm (23” x 23”); the **maximum height is 56.3 cm (30”)**. The display board that **must** be used can be picked up on October 24, 2009 at 4701 91 Avenue, Edmonton, between noon and 2:00 pm.

Ingredients: At least **95% of the structure and its decorations must be edible**. Please supply an ingredient list and identify non-edible portions on an accompanying sheet of paper.

Note: The structures will be on display for the five days of the Festival (including Gala Evening). The Shaw Conference Centre has no humidity control and is, in fact, a very dry environment. The structures are auctioned at the Gala Evening and moved following the Festival. Please keep to size restrictions and have your structure **substantially completed prior to delivery** to the Shaw Conference Centre. All structures are boxed for pick-up in a 61 cm x 61 cm x 61 cm (24” x 24” x 24”) cardboard box, therefore, please ensure that icing does not exceed the size of the base and the height of the box.

DECORATED CHRISTMAS CAKES

Design: Decorated Christmas cakes should be a type of fruit cake with completely edible decorations as well as have stability for moving.

Size: The maximum base is 40.6 cm x 40.6 cm (16” x 16”); the **maximum height is 35.5 cm (14”)**. Cakes should be on a sturdy display board **supplied by the designer**.

Ingredients: **98% of the cake and its decorations must be edible**. Please include an ingredient list and identify any non-edible items.

Note: The cakes are displayed in covered showcases. Maximum height is 14 inches. The Shaw Conference Centre, where these structures will be on display for the five days of the Festival (including Gala Evening), has no humidity control and is, in fact, a very dry environment. The cakes are auctioned at the Gala Evening and moved following the Festival. Please keep these factors in mind when designing your entry.

GENERAL INFORMATION

All gingerbread houses and decorated cakes must be delivered on Tuesday, November 24, 2009 between 2:00 pm and 8:00 pm to Halls A, B and C of the Shaw Conference Centre, 9797 Jasper Avenue, Edmonton.

All gingerbread structures and decorated cakes become the property of the Festival of Trees. They will be auctioned at the Gala Evening and all proceeds will benefit the University of Alberta Hospital.

The total number of entries will be capped, so send your information in early.

1. REIMBURSEMENT

- The Festival will provide reimbursement for gingerbread structures supplies (\$50 maximum) or decorated cake supplies (\$25 maximum).
- The name of the Gingerbread Structure or Decorated Cake, the designer(s) and any other donor/sponsor name will be printed in the program and on display cards. Designation/ recognition in the program will be as follows:
 - If reimbursement is taken, only the Designer name will be listed in the Gingerbreads/ Cakes section of the program and on the display card;
 - If the item is entirely donated by the Designer (or a sponsor is obtained), recognition of “Donated By” will be given underneath the Designer name in the Gingerbreads/Cakes section of the program and on the display card; the donor/sponsor will also be recognized in the appropriate category in any written material where other Festival sponsors are recognized.

2. DESIGNER COMPETITION & PEOPLE’S CHOICE AWARDS

- The Festival has independent judges who volunteer their time to judge the various entries submitted by the designers. The categories for Gingerbread Structures and Decorated Cakes are Professional and Non-professional. Entries will be judged on the morning of Wednesday November 25, 2009.
- The judges make their subjective decision as to First, Second and Third placement. Ribbons, provided by the Festival, are displayed by the appropriate entry in preparation for the Gala Evening silent auction and will remain in place during the entire Festival.
- The People’s Choice Awards, as the name implies, are decided by a ballot completed by the general public attending the Festival. Visitors will be allowed one vote each for their favourite creation.

3. DESIGNER APPRECIATION & RECOGNITION

The Festival has a number of volunteer appreciation and recognition mechanisms in place to acknowledge the work and contribution of its designers.

- Four complimentary general admission tickets to the Festival of Trees will be allocated per design entry at the time of delivery. Additional admission tickets can be purchased throughout the course of the Festival.
- The Designer and Sponsor Appreciation party will be held on the evening of Saturday, November 28th, 2009. Four tickets to this function will be given for each creation when delivered on Tuesday November 24. Additional tickets can be purchased for \$10. RSVP will be required, and tickets will have to be presented at the door in order to gain entry.

The following information will assist the Gingerbreads and Cakes Committee and Festival of Trees volunteers to answer any questions the public may have about your entry.

What are your reasons for designing/decorating an item for the Festival of Trees? _____

Are the decorations handmade? If so, please describe. _____

Did you follow the Festival theme "An Enchanted Journey" or make up your own? Please explain. _____

Please estimate how long it took/will take to design and build your entry? _____

What else can you tell us about your decorations/design? _____

Tell us about yourself, your organization, your community group: _____

Anything else you may want us to know: _____

If you are not interested this year, please complete the following and return this page only.

Name: _____

Phone: _____

Address: _____

_____ *I cannot participate in 2009 but wish to leave my name on the mailing list for 2010.*

_____ *I cannot participate in 2009 and do not wish to receive any further information in the future.*

Please return by September 18, 2009 to

Festival of Trees
9-130 CSB, 8440 112 St NW
Edmonton, AB T6G 2B7
ATTENTION: Karen Stephen

FAX: 780-407-8219

Karen Stephen, Gingerbreads & Cakes Committee Chair

Phone: (780) 455-3417

Email: gbread@telus.net