

3rd Annual CNY Cake Decorating Competition!

Official Contest Rules

How it Works: Wilton Instructors Julie and Nancy invite you to submit one cake that you have made in our “CNY 2011 Cake Decorating Competition”. There will be a first, second and third place winner from each of the 2 kids divisions, a first, second and third place winner for each of the 4 adult divisions. The grand prize winner will be determined from among the four first place winners in the adult divisions. There will also be a people’s choice winner voted on by Ithaca Mall customers. Contest will be held at The Shops at Ithaca Mall Ithaca, NY on October 1st from 9:30am-5:00pm.

Here’s How To Enter: Beginning 4/1/11 12:01am You may register to compete by mailing Julie a completed registration form and payment to 199 West Groton Rd. Locke, NY 13092 . Please e-mail Julie at ehrentrauts@verizon.net to obtain the registration form. You may also register on-line at www.cnycakedecorating.com. **Please read the definitions of the divisions and choose your division carefully!** You may enter only 1 division and submit only 1 entry for the decorating competition. All entrants with a legal or advertised cake business will automatically be placed in Division 4. The last **day to register** will be on **9/25/11 at 11:59pm**.

Theme: The theme of the contest is “Under The Sea Cakes”. You will be responsible for interpreting this theme in cake. No registered or trademarked characters may be used on your cake (Ariel, Founder, etc.)

Cake Requirements: The cake submitted must be completely edible with the exception of separator plates, pillars, cake boards and support dowel rods including lollipop sticks. Glass, ceramic and cold porcelain can not be used. Cake must be a minimum of 8” in diameter and a maximum base cake of 14” in diameter (if you place multiple cakes on your display board they will all be counted as one base cake). It can be a tiered or non tiered cake. No commercial flowers or decorations may be used. If you are using a commercially made edible item it must be altered from its original state. Unaltered commercially made edible items on your cake will result in being disqualified. Entries with plastic figurines and other non-edible items including fresh flowers will be disqualified. The cake must be an original design and may not have been previously entered in any other contests. All work on the cake **must** be done by the entrant only. Parents must help younger children with baking the cake but **icing and decorating must be done by the child only**. Please include a list of items that you used on your cake or used in the design of your cake. This will not be part of the judging but is for others to see how the cake was made. You may also bring your cake’s recipe for voter’s to take with them but is not required. Edible images may be used in an extraordinary and inventive way, not ‘as is’. No unadorned edible images will be permitted. Glue gun use is prohibited.

Judging: Eligible entries will be required to be brought completed to The Shops at Ithaca Mall between 9:30am and 11:00am to be set-up for judging. Judging will start between 11:00-12:00. There will be a voting box for customers to vote for the “people’s choice award”. First place cakes in each division will

be judged on by a panel of Wilton Instructors. Grand prize winner will be chosen out of the four first place winners in the adult divisions by a panel of Wilton Instructors. Judging will be based on neatness, originality, creativity, skill, choice of colors appropriate to the design, difficulty of techniques used and interpretation of theme. In the event of a tie, tiebreaker will be based on the highest score for “creativity”. Cakes are judged on appearance only, not on the flavor of the cake.

General Rules: This contest is open to all that would like to participate with the exception of the following: Former and current Wilton Method Instructors and their immediate family members and those living in their household and AC Moore employees, their immediate family members and those living in their household and all AC Moore affiliates. Participation constitutes full and unconditional agreement to these Official Rules and judges’ decisions, which are final and binding in all matters related to this contest. All cakes will be taken home by the entrants when the contest is complete. No substitution of prize by winner permitted. Entrants will be required to complete a photo release giving permission for their cake and themselves to be published for future advertising of this contest. Submissions may not contain profanities or obscenities. Judges reserve the right in their sole discretion to disqualify any entrant that, in their sole opinion, refers, depicts or in any way reflects negatively upon the contest or any other person or entity, or does not comply with these requirements or these Official Rules. Submission must be suitable for presentation in a public forum, in sole determination of judges. Wilton Instructors Julie and Nancy reserve the right to: (a) use entrants name and likeness and photograph all entries submitted, (b) alter, amend, edit or change photographs taken prior to publication and (c) use, publish, reproduce, alter, amend, and copyright for purposes of advertising without further compensation. Instructors Julie and Nancy reserve the right, at its discretion, to modify, adapt or reproduce the photo in full, or to crop the photo for reproduction. By accepting the prize, winner (or parent/legal guardian if winner is a minor) agrees to hold all judges harmless against any and all claims and liability arising out of use of prize. Winners (or parent/legal guardian if winner is a minor) assume all liability for any injury or damaged caused, or claimed to be caused, by participation in this promotion or use or redemption of any prize. Acceptance of prize constitutes permission to Instructor Julie and Nancy to use winner’s name and/or likeness for purpose of advertising, editorial (print and broadcast media) without further compensation. By participating in this contest, entrants (or parent/legal guardian if entrant is a minor) agree to be bound by the Official Rules and the decisions of the judges which are final. Judges are not responsible for any theft or damage to the entry although all possible precautions will be taken. Instructors/Judges are not responsible for any ribbons or prizes left after the event ends. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any advertising materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control.

Winners: Winners will be announced at the end of the event and their names and cake photos will be posted in AC Moore Ithaca, NY within a week after the end of the contest as well as on our website. Instructors Julie and Nancy reserve the right to publish all cake photos and names in any media outlet for advertising and announcement purposes.

Prizes: First place winners will receive a medal and a prize to be determined by Julie and Nancy. The second and third place winners in the adult divisions will receive a placement certificate. Grand Prize winner will receive a trophy and a prize to be determined by Julie and Nancy. People's Choice winner will receive a medal and a prize to be determined by Julie and Nancy. Kid's divisions will receive a first, second and third place medal as well as a prize to be determined by Julie and Nancy. All other participants in the junior and teen divisions will receive a participation ribbon. Contestants under 18 are not eligible for the grand prize.

Arrival Procedure: When you arrive please go to the Old Navy mall entrance. Sign in at the registration table. They will direct you to your table so you can set up your cake. You must arrive between 9:30am-11:00am. All cakes must be set up and ready for judging by 11:00am. Cakes will be required to be present all day until the close of the event which will be after **the awards ceremony at 5:00pm**. You may bring a cover for your cake but it must be something that is easily removable for judging. It will be placed back over the cake when the judging for your cake has ended.