

Home of Sliced Bread

Call for Entries

Logo competition for "Home of Sliced Bread"

It has been discovered that the first commercially sliced bread was offered for sale in Chillicothe, Missouri, by the Chillicothe Baking Company, sliced on a machine called the Rohwedder Bread Slicer. Invented by Iowa inventor Otto Rohwedder, the bread slicer was put into practice in 1928, in beautiful downtown Chillicothe. A committee has recently been formed in Chillicothe to promote our new status as the "Home of Sliced Bread."

The first idea to *rise* from the committee is to find a logo. This is where you come in. We are soliciting entries in any print-ready medium that fit our theme, "Home of Sliced Bread". Complete details of the contest can be found on our website, www.homeofslicedbread.com. Entries have the option of including or not including the slogan in the concept and the use of the logo design should lend itself to many applications, such as t-shirts, pens, mugs, caps, brochures, flyers, etc. There will be a \$250 cash prize awarded to the person with the winning design.

Artists can begin working on an idea right away, however, we don't *knead* the entries until the contest deadline of February 1, 2004. Please visit our website soon and start *baking* with those ideas! If you have any questions regarding the contest that are not answered here or on the website, please call Patti Leatherman at 660-646-5500.

Thank you,
The Home of Sliced Bread Committee
Chillicothe, Missouri

Deadline:
2.1.04

Contest Rules

Eligibility: This competition for the Home of Sliced Bread logo is open to students, artists, and residents of Missouri.

Awards: The contest winner will receive a cash prize of \$250.

Judging Criteria: The Home of Sliced Bread Committee will evaluate the entries and select the winner based on the following criteria: Is the logo well-executed? Are all submitted materials neat and well-organized? Is the design functional for a variety of future applications? Although the slogan, "Home of Sliced Bread" is not required, was the slogan used and does the use of the slogan work with the design? Does the design show real innovation?

Entry Submission: Entries may be submitted in any print-ready medium. Multiple submissions will be accepted. Entrants must submit a separate entry form for each entry. Photocopies of the entry form are acceptable. All entries must be received by February 1, 2004.

Entry Form Accuracy and Copyright Information: Information you provide on the form below may be used in future promotions and may need to be condensed or edited for space. The Home of Sliced Bread Committee is not responsible for incorrect information provided on entry forms that misrepresents the copyright of original ownership of ideas or products. The Home of Sliced Bread Committee assumes that all entries are original and are the works and property of the entrant, with all rights granted therein. The Home of Sliced Bread Committee is not liable for any copyright infringement on the part of the entrant. The Home of Sliced Bread Committee assumes that all images provided with entries are free of copyright infringement and, if a third party is involved, that the entrant has secured permission for those images to appear in this promotion. All submitted materials become the property of The Home of Sliced Bread Committee and will not be returned. Upon submission, the winner assigns all rights of usage to The Home of Sliced Bread Committee.

For More Info: Contact Patti Leatherman, Citizens Bank & Trust, 515 Washington Street, Chillicothe, Missouri 64601. Phone: 660-646-5500 or go online to: www.homeofslicedbread.com.

The Home of Sliced Bread logo competition.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

School Name (if applicable): _____

City: _____ State: _____ Zip: _____

A Brief Description of Material Enclosed: _____

Send entries to:
Patti Leatherman
c/o Citizens Bank & Trust
515 Washington Street
Chillicothe, Missouri 64601

Deadline:
2.1.04