

CONTEST CORNER



Have Your Cake and Compete With It Too

(NAPSA)—Many Americans are seeking comfort and calm by focusing their time and energy on hobbies and simple pleasures—like preparing food. In fact, a 2003 Yankelovich MONITOR® study found 71 percent of people agreed that food is an important source of pleasure in their life.

What better way to enjoy the sweet satisfaction of creating an edible masterpiece than with a deliciously decorated cake? Whether using intricate fondant detail or free-spirited colored icing, anyone can enjoy the art of cake decorating. From birthday cakes to holiday desserts to special celebrations, cake can be an ideal canvas for creativity.

To celebrate the artistic spirit of cake decorating, Wilton Enterprises, the authority on bakeware and cake decorating, is sponsoring a contest to find out who “takes the cake.” People across the U.S. and Canada are challenged to put their decorating skills to the test by entering Wilton’s “Your Take on Cake” decorating contest.

Entries will be judged on creativity, appearance, technique and the overall use of materials. Winners will be chosen in each of five categories: kid birthdays, adult birthdays, baby/wedding showers, holidays and other (bar/bat mitzvahs, reunions, anniversaries, etc.).

The “Best Overall” grand prize winner will receive a \$1,000 cash prize and a trip to attend The Wilton School two-week Master Course for cake decorating in Darien, IL (20 miles west of Chicago). A winner and runner-up in each category will be awarded \$100 and \$50 in assorted products, respectively.



To enter, visit www.yourtakeoncake.wilton.com for official contest rules and to download an entry form. Then, simply mail in a completed entry form and two photos (top and front) of the cake, along with a 150-word essay describing what you love about cake decorating. You may also enter online. Those without Internet access can receive an entry form by simply mailing a self-addressed, stamped envelope to: Wilton’s Your Take on Cake Entry Form, 2240 West 75th Street, Wilton Consumer Affairs 12B, Woodridge, IL 60517. The contest runs June 1, 2004 through September 30, 2004.

“With home entertaining and food preparation being such an important part of people’s lives, cakes can be the pièce de résistance for many gatherings,” stated Nancy Siler of Wilton Enterprises. “We want to reward the talented cake creators out there for all the time and effort they put into making celebrations extra special.”

For more information go to www.wilton.com or www.yourtakeoncake.wilton.com.