



**If you go down to Sedge at Easter, you'll be in for an Orange Surprise!**

The EDGE "Business Get Orange" competition, a firm favourite in the annual Slow Festival build up, will once again be an important part of this year's programme. The effort made by local businesses for the 2015 festival was the best yet and really helped to create a festive atmosphere in the village and give our visitors something to remember. This year, we know it will be even better, as we have heard through the grapevine that some companies are already making plans for their 2016 entry!

"Surely it's not just the Slow Fest committee but also the Sedge residents who can't wait to see what all the businesses will come up with this year?" said Marianne Dobrautz who heads up the portfolio of 'Town Drive Orange'." "The competition will be judged by a secret panel of judges and this year we would like to encourage all the businesses to get going early so that those driving along the N2 or around our town will have more time to enjoy your wonderful creations". To this end, there will be an extra vote awarded to all those businesses who have turned ORANGE by the 11<sup>th</sup> of March. A reward for the Early Birds so to speak!

YOU, the shop owner/ business manager has been tasked with entering your business into this year's competition. And YOU, the individual, will also be in charge of voting! The competition will be run through the Slow Festival facebook page ([www.facebook.com/slowfestival.co.za](http://www.facebook.com/slowfestival.co.za)). The best 3 will be chosen by anonymous judges who will take into consideration the amount of orange used, the 'out of box' thinking (fresh and zany ideas as always), the effort made (including staff dress up and participation) and the number of facebook votes.

To take part in the competition simply follow these easy steps:

1. Decorate your shop-front in orange and take a photo of it.
2. Go to [www.facebook.com/slowfestival.co.za](http://www.facebook.com/slowfestival.co.za) and like the Slow Festival page.
3. Go back to your profile on facebook, upload your photo, then write:  
#EDGEBusinessGetOrangeCompetition
4. Once the photo is uploaded, view your photo and TAG Slow Festival facebook page in your photo.
5. Now all that is left to do is to tell your customers and friends to 'like' your photo to generate exposure.

You have NO computer access? Then SMS the picture + the **name** of your business to: Cornel at 073 870 0352 and he will up-load it for you.

**Cut-off for submissions is Friday the 18<sup>th</sup> of March 2016 at midnight.**

Winners will be announced on Easter Sunday after the parade. Make sure you are on the Village Green to receive your prize.

The top 3 ORANGE businesses will win an advert in The EDGE newspaper– compliments of The EDGE whose motto is: 'local is lekker!' 1<sup>st</sup> Prize: Half page colour ad valued at R3180 & a Pick n Pay hamper

(value R500), 2<sup>nd</sup> Prize: Quarter page colour ad valued at R2100, 3<sup>rd</sup> Prize: Eighth page colour ad valued at R1116. In addition to this there is a fabulous prize for the staff member who makes the most effort to turn their shop orange AND a spot prize for one person who voted on Facebook.

If your business is based outside of Sedgefield but would like to benefit from the Slow Festival marketing campaign, please email [info@slowfestival.co.za](mailto:info@slowfestival.co.za) to receive more info and an **advert booking form**.

So get your thinking caps on and whether you choose to pin up orange balloons, orange fabric, orange parasols, orange flip flops, orange hammocks or build giant orange scarecrows, get your goodies together and let's "GET ORANGE"!

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