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PROMOKITCHEN AND SANMAR'S DISTRICT LAUNCH REVIVIFY CONTEST

The t-shirt design competition offers \$500 cash to the winning artist and a \$500 donation to the Promotional Products Education Foundation (PPEF).

NORTH AMERICA (October 28, 2013) – There's something special about the prospect of a new year. It's a fresh start. A clean slate. A chance to reevaluate, rejuvenate, revivify. To help ignite a new attitude and inject a new life into the promotional products industry for 2014, PromoKitchen and SanMar's District® brand of apparel have partnered to create REVIVIFY—a t-shirt design competition.

The competition is based on the word “revivify,” which means to “give new life or vigor to,” and offers promotional products industry creatives (designers and artists) the opportunity to interpret revivify in a t-shirt design for the chance to not only win \$500 cash but also have the design featured on shirts to be distributed at the PromoKitchen Party at The PPAI Expo 2014 in Las Vegas. The winner will also be featured on PromoKitchen.com, and District will make a \$500 donation to the Promotional Products Education Foundation (PPEF) in the winner's name.

To be eligible, contestants will create a design that fully encompasses the meaning and theme of revivify, and the word itself must be included in the design. Additionally, the PromoKitchen “fork and knife” icon must be incorporated as well.

All submissions received prior to the November 22, 2013 deadline will be displayed on PromoKitchen.com and PromoKitchen's Facebook page where the public is invited to provide feedback on their favorites. Entries will be judged on creativity and originality (75%) and use of colors and co-sponsor icon (25%). Select PromoKitchen Chefs and District employees will make the final decision, and the winner will be named on December 6.

“The cultures of District and PromoKitchen both celebrate unbridled creativity, consistent inspiration and enthusiastic collaboration,” said Sean Lee, SanMar regional manager. “District provides a unique style and PromoKitchen Chefs supply a creative spark. Combining the two into a contest to revivify the industry is an exciting way to kick off 2014.”

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Tee Hamilton, PromoKitchen's Creative Chef, feels that it is really important for designers and closet artists to begin networking with others in our industry. "Currently we do not have much of an outlet to display our individual talents or communicate with one another," she said. "The Revivify Contest is an exciting first step. We hope it is a real creative challenge for designers to reenergize their enthusiasm and recharge their minds. Designers: Amp up your creative mojo and show us what you got!"

A complete description of the content, including artwork submission requirements, can be found at <http://promokitchen.com/revivify>. Read the contest rules at http://promokitchen.com/revivify_contest_rules.

PHOTO: Revivify logo included

About PromoKitchen:

Founded in January 2011, PromoKitchen is a group of promotional products professionals that banded together to create a new voice for the promotional products industry. Independent from any other industry organization, PromoKitchen advances the industry through thought-provoking discussion on a variety of subjects (marketing, sales, technology, operations, productivity, creativity) on PromoKitchen.com. Additionally, the organization helps make the industry better for newer entrants through the PromoKitchen Mentor Program that match young superstars seasoned members.

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