



# Schultz Communications

Public Relations • Advertising

DATE: July 2004

TO: All MGA Members

FROM: Randy Schultz

RE: Call for Entries: Mailorder Gardening Association Green Thumb Awards™ 2005



*Mailorder  
Gardening  
Association*

We invite you to enter your new products in the Mailorder Gardening Association's Green Thumb Awards program, which was launched by the MGA in January 1998 in order to recognize outstanding garden products available by mail and via websites.

After an initial review by Green Thumb Awards committee members to verify eligibility, entries will be forwarded to a panel of garden writers and editors for judging. Up to 10 MGA Green Thumb Award winners will be chosen for 2005.

All award-winning products will be featured in MGA news releases distributed by Schultz Communications. Recipients may publicize their awards and are authorized to use the "MGA Green Thumb Award" designation and logo in their ads, catalogs and news releases.

### **Green Thumb Awards criteria:**

1. Only products sold by MGA members are eligible.
2. Eligible products must be new for 2005 or must have been introduced after July 1, 2004.
3. Entries will be divided into two divisions: "Seeds, Bulbs and Plants" and "Gardening Tools, Accessories and Aids." All entries will be evaluated on the basis of uniqueness, technological advances and innovation, ability to solve a problem or provide a gardening opportunity, and overall appeal to gardeners.
4. Each primary and subsidiary dues-paying MGA-member company may submit up to three (3) product entries.
5. Entry Forms must contain all applicable information about the product including the reasons it should be considered for a MGA Green Thumb Award, selling price, and how consumers may order the product.
6. **Please submit four (4) identical Entry Packets for EACH PRODUCT entered.** Each Entry Packet must contain an **Entry Form** (photocopies are fine) **AND supporting documents** (catalog pages, photographs, transparencies, etc.). Please note that while the judges appreciate the inclusion of product samples with each packet, samples are not required. (Samples WILL NOT be returned.)
7. Entry packets should be sent to:  
*MGA Green Thumb Awards 2005, Schultz Communications, 9412 Admiral Nimitz NE, Albuquerque, NM 87111.*
8. **The deadline for MGA Green Thumb Awards 2005 entries is September 3, 2004.**



The MGA Green Thumb Awards program offers the Mailorder Gardening Association and its members an excellent opportunity to gain media exposure—and, hence, generate additional mailorder sales. We look forward to receiving your entries!