

7 October 2008

BRACE YOURSELF TO DESIGN A CHRISTMAS CARD

Children across Wales are being urged to enter this cracking competition to design a Christmas card.

Brace's Bakery has teamed up with the South Wales Echo to launch a search for the best budding artists. Youngsters, up to the age of 11, need to use their loaf and design a card for Wales' favourite baker.

Last year's winner was Scott Argyle, a pupil at Ysgol Y Wern school in Llanishen, who was aged six at the time. His snowman design won our readers votes and was printed on thousands of Brace's Christmas cards.

His school friends are keen to keep winning entry in the school and have already come up with some bright and sparkling ideas.

There are two age categories - seven and under and ages eight to 11. Judges will short-list the best three in each category before giving readers a chance to vote for their favourite.

Not only will the winner see their design on Brace's Christmas cards going to 5,000 customers and staff, but they will also win a mountain bike and helmet plus a family weekend break to Butlins in Minehead.

The second prize is a mountain bike and helmet and third place will receive a selection of toys to the value of £100.

All six short-listed entries will also receive a family pass (two adults and two children) to see Aladdin, running at Cardiff's New Theatre.

Scott Richardson, sales and marketing director for Brace's Bakery, said: "Last year we were over the moon with the number and standard of entries. Many of our staff and customers commented that it was our best Christmas card ever so this is a real challenge to get a design as good as 2007.

"Children are welcome to draw or paint their entry and I hope the kids have lots of fun making up their creative designs. I'm really looking forward to seeing them."

Last year's winner, Scott Argyle, said: "I want to win again so I'm going to design another card. This year I may do a Santa and can't wait until the weekend to start it."

Children will need to send their entry to Brace's Christmas card, The South Wales Echo, Six Park Street, Cardiff, CF10 1XR by 12 noon on Friday 7 November. They will need to include their name, age, address, school and a contact number for a parent or guardian.

Usual Echo competition rules apply.

For full terms, conditions and prize details contact michelle.hughes@bracesbakery.co.uk

Pictured: Scott Argyle