



2010 MGA Green Thumb Awards

DATE: July 2009
TO: All MGA Members
FROM: Randy Schultz, Schultz Communications
RE: Call for Entries: 2010 Mailorder Gardening Association Green Thumb Awards™

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 to recognize outstanding garden products available by mail and via websites.

After an initial review by MGA 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 2010.

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

2010 MGA Green Thumb Awards Official Rules and Entry Criteria

1. Only products sold directly to the public by MGA member catalogs and websites are eligible.
2. Eligible products must be new for 2010 or must have been introduced after July 1, 2009. Entrants must certify that their entries were (or will be) first available for sale to the public after July 1, 2009. Entrants must also certify that their entries will be available for sale to the gardening public through a specific Regular MGA Member for the 2010 gardening season.
3. Each entry must be submitted into one of two divisions: "Seeds, Bulbs and Plants" or "Gardening Tools, Accessories and Aids." All entries will be evaluated by an independent panel of judges on each entry's uniqueness, technological advances and innovation, ability to solve a problem or provide a gardening opportunity, and overall appeal to gardeners.
4. Each dues-paying MGA-member company may submit up to three (3) product entries. Regular Members may submit products that have been (or will be) first introduced in their catalogs and/or on their websites after July 1, 2009. Wholesale Members and Allied Members may submit products that were first introduced (or will be introduced) in an MGA member's catalog and/or website after July 1, 2009.

continued on next page

2010 MGA Green Thumb Awards

Official Rules and Entry Criteria *(continued)*

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. ***Four (4) identical Entry Packets for EACH PRODUCT must be submitted.*** Each Entry Packet must contain an ***Entry Form*** (photocopies are accepted) ***AND supporting documents*** (catalog pages, photographs, product sheets, etc.).
7. Please note that product samples should not be submitted with the entry packets. If the entrant would like to submit product samples, the appropriate box must be checked on the Entry Form. The MGA Green Thumb Awards contest administrator will then provide the addresses where samples may be shipped. Samples are not required and WILL NOT be returned.
8. In the event that all of the MGA Green Thumb Awards rules have not been followed and the entry criteria have not been met, the MGA Green Thumb Awards committee reserves the right to disqualify an entry.
9. Entry packets should be sent to:

*ATTN: 2010 MGA Green Thumb Awards
Schultz Communications
8205 Spain Rd. NE, Suite 201
Albuquerque, NM 87109*
10. ***The deadline for 2010 MGA Green Thumb Awards entries is September 9, 2009.***

The MGA Green Thumb Awards program offers the Mailorder Gardening Association and its members an excellent opportunity to gain additional exposure for winning products—and, hence, generate additional sales. Please take advantage of this opportunity by entering your new products.

We look forward to receiving your entries!