



# MEDIA RELEASE

FOR IMMEDIATE RELEASE  
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## LOGO CONTEST FOR TOWN'S "CALEDON DAY" CELEBRATION

The Town of Caledon is planning a major special event for Fall 2008 – "Caledon Day" will celebrate the diversity of the community with a day-long celebration to be held in Caledon East. As part of the fun, the Caledon Day Committee is searching for the perfect event logo that captures the spirit of our community.

The winning design will be used in all of the promotional material for Caledon Day, and formally recognized at the November 20, 2007 meeting of Town of Caledon Council. In addition, a prize package will be awarded to the winner.

"Caledon Day will be community event for all ages," said Mayor Marolyn Morrison. "What better way to create excitement and involve the community at the outset, than to provide an opportunity to create an event logo."

Caledon Day will be held Saturday, October 4, 2008 in Caledon East. Festive activities and events among the fall colours include a pancake breakfast sponsored by the Lion's Club of Bolton, a 5 km run and a 1 km kids' fun-run, a Farmer's Market, antique tractor show, arts and craft vendors, live concerts, and historical bus tours to and from Belfountain.

All Caledon residents or business owners are eligible to participate in the logo contest and collaboration is permitted. Logos should include the title "Caledon Day" plus the tagline "Connecting Caledon" or a creative tagline of your choice. Entries will be judged on creativity, originality, aesthetics, use of space and colour. The Town of Caledon will claim full ownership and rights to the selected event logo. The entry must be an original design and not a copy that may be subject to copyright laws.

The deadline for entries is Friday, November 2, 2007. Submissions can be emailed to [heather.savage@caledon.ca](mailto:heather.savage@caledon.ca) as a PDF, JPG, TIFF or EPS file (Windows-based please). File size should be 300 dpi and under five (5) megabytes. Vector-based artwork is preferred, but not mandatory.

The official entry form for the logo contest plus more information about Caledon Day can be obtained online at [www.caledon.ca/caledonday](http://www.caledon.ca/caledonday).

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