

## NEWS RELEASE



*Where the Sun Rises  
on the Smokies*

### HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY

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#### **Haywood County Tourism to Produce Coloring Book Featuring Area Attractions** *'Sunrise Coloring Contest' offers students chance to win \$100, have drawing published*

**HAYWOOD COUNTY, N.C. (October 4, 2007)**—The Haywood County Tourism Development Authority is producing a coloring book featuring area tourist attractions. The coloring book, intended as a souvenir for children who visit the county with their families, will include a drawing from a local student.

The "Sunrise Coloring Contest" is open to all middle and high school aged students in Haywood County. The submissions, which are due to the Haywood County TDA by October 22, should reflect a scene of trout or fly-fishing in a Smoky Mountain stream.

The first-place winner will receive \$100 and have his or her drawing published in the coloring book (along with winner's name and school). Second place will earn \$50, and third place will receive \$25. A panel of three judges will determine the winning entries based on creativity and artistic ability. The winning drawings will be announced by October 29.

"We're excited about this project," said Scotty Medford Ellis, executive director of the Haywood County TDA.

"Families account for a large segment of our visitors," she said. "This souvenir not only gives children a fun activity but also provides families with a physical memento of their trip here. It's something they'll keep for a long time, reminding them of a wonderful vacation and prompting them to think about coming back to Haywood County.

"We also extremely pleased that we are able to present local students with an opportunity to participate and reward a few for their creativity," Ellis said.

The coloring book will be distributed at Haywood County accommodations and other tourism-related businesses beginning later this fall. Visit [www.SmokeyMountains.net](http://www.SmokeyMountains.net) (click on the "News" section) for contest information, including where to send entries.

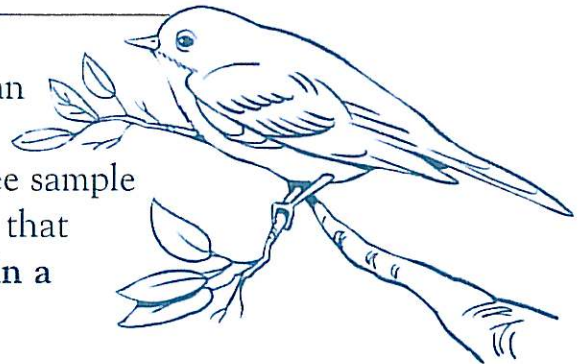
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# "Sunrise" Coloring Contest

**Description:** The Haywood County Tourism Development Authority will be producing a coloring book this fall featuring local tourist attractions. It will be distributed at local motels, cabins, bed & breakfasts and other tourism-related businesses throughout Maggie Valley, Waynesville, Canton and Clyde.

**How it Works:** Local middle school and high school Art students will have an opportunity to submit a coloring book style drawing (see sample drawing to right for style only) that reflects "Trout or Fly fishing in a Smoky Mountain stream".



**Prizes:** First Place: \$100 and the winning drawing, along with the winner's name and school, will be published in the coloring book.

Second Place: \$50

Third Place: \$25

**Deadlines:** All entries **MUST** be submitted to the Haywood County TDA by no later October 22, 2007.

Haywood County TDA  
1233 N. Main Street, Suite 1-40  
Waynesville, NC 28786

**Judging:** Entries will be judged on creativity and artistic ability. A panel of three judges will determine the winning entries and all decisions of the judges will be final. The winning entries will be announced no later than October 29, 2007.

**Please direct all questions to:** Scotty Medford-Ellis,  
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