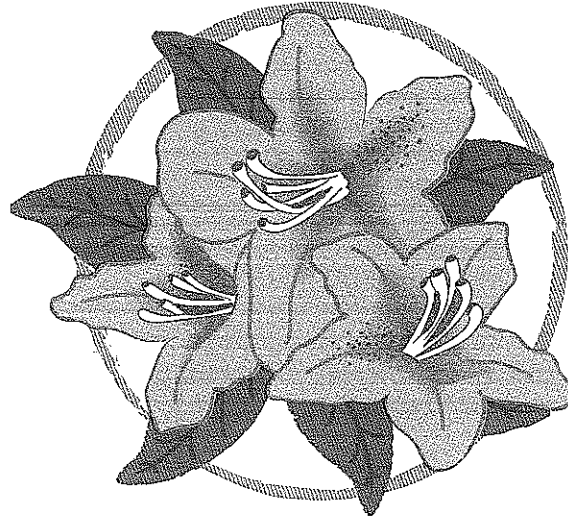


TWENTY-SIXTH ANNUAL



AZALEA
CELEBRATION



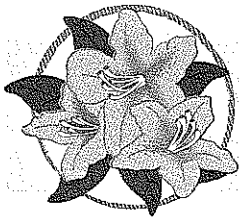
NC BEAUTIFUL



More Blooms, More Often.™



Additional Funding by the A. J. Fletcher Foundation



TWENTY-SIXTH ANNUAL AZALEA CELEBRATION

Read the *Guidelines* first. Type or print clearly your responses to all questions below. Use additional plain white paper as necessary.
Put your name on all pages and materials submitted. All information that you provide is treated confidentially by NC Beautiful.

Contact Information

Nonprofit Name _____

Nonprofit Mailing Address - Street/PO Box _____

City _____ State _____ Zip _____ County _____

Nonprofit Phone (_____) _____ Fax (_____) _____

Contact Person _____ E-mail _____

Contact's Business Phone (_____) _____ Contact's Home Phone (_____) _____

Contact's Home Address - All correspondence will be sent to contact person whose address appears below. You must list your address below so that we can contact you quickly.

Street/PO Box _____ City _____ State _____ Zip _____

Landscape Plan ~ Provide (1) a sketch showing your proposed new planting scheme in relation to existing buildings and plants; and (2) a narrative description explaining your sketch. Use additional paper for your sketch and the description so that we can clearly understand your plan.

Maintenance Plan ~ Describe how you will care for your project. For instance, how will you keep the plants healthy? Who will care for them after planting now and in the future? What resources are available from the community to provide fertilizer and mulch? Who will fertilize, mulch, and water them?

Total Number of Azaleas Requested ~ You may request up to 50 for your nonprofit. _____

Type of Azaleas ~ Indicate sizes, colors, and numbers of each per "List of Available Plants" in *Guidelines* (for example, 10 low whites, 20 medium reds, etc.).

How does your project help the environment? 1) _____

2) _____ 3) _____

Why should your nonprofit be considered for an award? _____

Will your project be a part of a wider community clean-up and beautification project? Yes No If so, how? _____

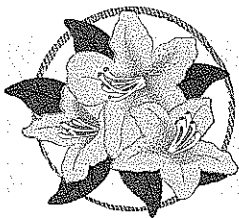
How many adults will work on your project? _____ **How many youths will work on your project?** _____

Has your non-profit received azaleas in the past? _____ If so, when: _____ 2010; _____ 2009; _____ 2008; _____ 2007; _____ 2006; _____ other.

MAIL YOUR ENTRY POSTMARKED ON OR BEFORE SEPTEMBER 12, 2011, TO:

AZALEA CELEBRATION ~ PO BOX 10155 ~ RALEIGH, NC 27605

Direct questions to 919.828.3190 or visit www.wral-gardens.com



GUIDELINES

READ FIRST BEFORE COMPLETING THE APPLICATION. YOU MUST RESPOND TO ALL QUESTIONS.

WELCOME!

The Annual Azalea Celebration promotes environmental education, beautification and stewardship. The program provides the opportunity for North Carolinians to work together to achieve enhanced community appearance. Be one of the deserving nonprofits to establish a continuous, well-maintained project for your community using azaleas from this NC Beautiful Program.

✂ You must represent a nonprofit organization. Nonprofits usually operate under special provisions of the Internal Revenue Code and North Carolina General Statutes. Any NC nonprofit—school, church, civic group, etc.—is eligible to apply. **These plants cannot be used at home or resold to make money for your nonprofit but should be used in a landscape project to beautify your local community.**

✂ You **must provide** all information requested. Please give accurate addresses for your non-profit and the contact person. You must include a landscape sketch and a narrative description of the project and proposed maintenance plan. The sketch does not have to be professionally drafted. Show existing buildings, plants, and places for new azaleas. Do not submit photos or church bulletins unless also accompanied by the sketch shown on separate paper.

✂ Write your nonprofit's name on each piece of paper submitted with the application. Clip all pages together.

✂ All letters and telephone calls are directed to the contact person listed on the application. Be sure that this person can be reached easily at the listed addresses and telephone numbers.

✂ Each nonprofit may submit only one completed application, so please coordinate efforts within your group. Keep a copy for your files since entries become the property of NC Beautiful.

✂ The application must be postmarked on or before **September 12, 2011**. Late or incomplete entries are not eligible.

✂ Recipients are selected and notified in September 2011. Non-recipients are also notified in September 2011.

✂ Recipients are responsible for picking up plants in Raleigh on Saturday, October 8, 2011.

✂ Alternative dates for picking up plants are not available. A specific time, location, and pick-up number are assigned to each recipient for an orderly pickup of all plants.

✂ All complete entries are carefully reviewed for awards. Still, there is no guarantee that all entries receive azaleas.

✂ NC Beautiful reserves the right to make plant substitutions based upon availability. However, every attempt is made to fulfill your original request in terms of number and flower color.

THE A. J. FLETCHER AWARD

MAINTAINING YOUR PROJECT

NC Beautiful, WRAL-TV 5, and MIX 101.5 WRAL-FM want nonprofits to establish well-planned, well-maintained landscape projects to keep facilities and grounds attractive long-term. The Fletcher Award encourages you to do so by nurturing and sustaining your project—just by being a good environmental steward.

For stewarding the plants received during the 2011 Azalea Celebration, you are eligible for The A.J. Fletcher Award in the spring of 2014. At that time, you will be contacted by mail and asked for information and photos of your garden. For best project stewardship statewide, we will bestow The A.J. Fletcher Award, which provides \$500, 100 azaleas, and a plaque; second place: \$250, 50 azaleas, and a plaque; third place: \$125, 25 azaleas, and a plaque. Implement a good landscape project at an appropriate site with a proper maintenance program. Then keep it alive and healthy, and your organization could reap these additional rewards.

The majority of azaleas awarded to nonprofit organizations are propagated from the WRAL-TV Gardens in Raleigh. These gardens were developed by the late A.J. Fletcher, founder and former president of WRAL-TV.

OUR AZALEAS ARE EVERGREEN

Known as "the royalty of the garden," azaleas categorize into two main types—evergreen and deciduous. Evergreen azaleas have been hybridized for centuries here and in other countries. Horticulturists have done extensive work on developing plants with different growth habits, wider color range, later bloom times, and more versatile growing capabilities. Trained to cascade over walls as well as grow shrub-like, evergreen azaleas offer wonderful color, variety in plant and bloom size, and various blooming times to landscapes and gardens.

For your information, North Carolina's native azaleas are deciduous. They grow in a much wider range of climactic conditions than their evergreen cousins. They generally tolerate the cold better and also adapt to southern coastal conditions. Some varieties perform well in wet locations, showing their native swamp heritage. Deciduous varieties include most colors of the evergreen types but also include yellow and orange.

Azaleas propagated for the Azalea Celebration are evergreen. Their beauty may be faithfully reproduced only from cuttings, which are clones of the mother plant.

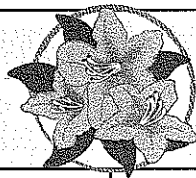
LIST OF AVAILABLE PLANTS IN ONE-GALLON CONTAINERS

Low: White, Pink
(grow to 2-3 feet in 10 years)

Medium: Purple, Purplish-red, Lavender-pink, Pink-white, Pink, Red (grow to 3-5 feet in 10 years)

Tall: Lavender-pink and Purple
(grow 5 feet and up in 10 years)

PLANNING YOUR AZALEA GARDEN



ABOUT NC BEAUTIFUL

The key to a beautiful azalea garden is planning. When, where, how, and under what conditions are important questions to answer. Here are a few details to consider. What is the exposure? It could be too sunny. Partial shade would be good. Is there access to water? Ample water helps the new plants get established. Regular watering insures that plants will thrive in their new location. What type of mulch should be used around the base of the plant? Usually pine straw or pine bark works best. What is your long-range maintenance plan? Often having the assistance of others helps with plant care.

Since azaleas prefer acidic soil (pH of around 5.5-6.0), you do not need to apply lime to the soil. Still, you will probably want to apply a small amount of balanced fertilizer after the plants bloom. Azaleas benefit from a light fertilizer application.

Watch for any pests. Azaleas are most often bothered by lace bugs. Damage is unsightly and, if left untreated, can affect the long-term vigor of the plant. Bug damage is visible on the tops of leaves as a group of small yellowish dots. The insect, 1/8" in size with its lace-like wings folded over its back, will be on the underside of the leaf.

A little care goes a long way with azaleas. Keeping them healthy insures beautiful flowers and foliage for years to come.

For over 40 years, NC Beautiful has played an important role in environmental education. NC Beautiful has implemented statewide programs to provide hands-on experience in protecting, preserving, and maintaining the quality of our natural resources and our environment.

Other well-known NC Beautiful programs include:

~ **Window of Opportunity Grants** provide K-12 teachers with resources to foster science for environmental stewardship, leadership, awareness, and to initiate a sense of community service. Grantees receive \$1,000 awards for projects. The students who benefit from the grants gain hands on experience that would otherwise come from a textbook. This program has given thousands of students a chance to engage with nature in a way that is invaluable.

~ **The Environmental Studies Program**, *Governor and Mrs. Dan K. Moore Fellowships*, and *NC Beautiful Undergraduate Research Scholars* recognize gifted university students who use their knowledge and creativity to meet our state's environmental challenges through cutting edge research. The \$5000 university grants are awarded to promising graduate students who come from diverse fields in the sciences, and address a broad spectrum of environmental concerns that face our state. Our \$3000 undergraduate grants allow students to pursue research projects that let them explore creative solutions to environmental challenges.

WHAT MAKES A GOOD PROJECT?

- List your objectives for developing the garden.
- Set up a beautification committee to plan, plant, and care for the azaleas.
- Select a project coordinator and contact person to lead it.
- Develop a site plan showing plant placement; make group assignments to complete the project.
- Ask local businesses and extension agents for contributions to cover planting and maintenance.
- Highlight your non-profit's project in the local newspaper.
- Keep photographs and notes of your efforts so you can apply for the A.J. Fletcher Award.



**AZALEA
CELEBRATION**

PO Box 10155
Raleigh, NC 27605-0155

