



Edible Fashion prizes are blooming

By Caitlin Nobes

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Got good taste in fashion? Might be time to enter the Edible Fashion Awards — with increased cash prizes for this year's winner.

The top prize for the 2011 Hastings Pak'N Save Edible Fashion Awards has gone up to \$1000 from \$700 last year.

Entries are now open for the competition, which is being held on Saturday, April 9.

Hastings City Marketing events and promotions manager Joanna Smith said knowing the time and cost of producing the garments organisers decided the prize money needed to increase to reflect that.

"We wanted to align

ourselves with other similar competitions around the country and hope that the fantastic prizes will encourage more people to take part this year," Ms Smith said. "Last year's were amazing, the detail was incredible and we cannot wait to see what will be on show this year — it is sure to be a cracker."

The Hastings Pak'N Save Designer of the Year prize has increased from \$700 to \$1000 and a runner-up prize of \$500 has been introduced for the first time. The Car Company Adult Designer is now offering a mouth-watering \$800 for first prize, while the M>Phosis Hair

Studio Hot Hair Club Senior Designer can take away \$700.

The theme for this year's awards is the "World of Magical Mystery" and the top three finalists from each category will go through to the final in the Evening Extravaganza.

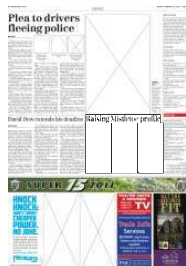
The competition is being held in association with Canteen — supporting young people with cancer.

To enter, go to www.hastingscity.co.nz and download the information and entry forms or phone 876 9093. Book tickets through TicketDirect for the Evening Extravaganza.



GOOD ENOUGH TO EAT: It's time to be creative for the Edible Fashion awards.

PHOTO/FILE



Raising Mistletoe profile

Jonathan Collier is jumping in the deep end to raise awareness of Mistletoe Bay Eco Village in the Marlborough Sounds.

The new marketing and programme director of the eco-friendly campground has pledged to swim to work if more than 1000 people befriend the bay on Facebook by the end of February.

Mr Collier has already started training just in case he has to swim the 10 kilometres from Picton to the bay.

“I think I must be crazy – I swam 400 metres this morning in the town pool and it nearly killed me!” he said.

Mr Collier taught at Bohally Intermediate in Blenheim after moving from England with his wife and children three years ago.

He started in the new role at Mistletoe Bay this year.

One of his goals is to increase the number of people who follow the bay on the social networking site Facebook, hence his publicity-

attracting statement: Sign up and I'll swim to work.

If he does go ahead with the swim, he will seek sponsorship and donate the money he raises to CanTeen, a support group for teenagers with cancer.

He also wants to get the word out about Mistletoe Bay and make sure Marlborough schools have first dibs over those from outside the district, by booking their outdoor education trips to the bay as soon as possible.

Mr Collier puts together tailor-made packages for individual schools, featuring a combination of activities such as kayaking, mountainbiking, fishing, sailing, orienteering and sustainability lessons.

He is also reminding local businesses of the trust's Back a Kid to the Bay sponsorship programme.

Businesses donate \$200 to pay for a child from a family with financial difficulties to stay at the bay. They receive a certificate and letter of thanks from the school.

The aim is to ensure that all Marlborough children have a chance to experience the Marlborough Sounds.

The bay is also available for corporate groups, who book exclusive use of the camp to ensure there is no overlap with school groups. Family groups and other members of the public can book the bay for weekends.

Mistletoe Bay Trust took over control and management of the bay from the Department of Conservation in 2004 and set about achieving its aim of providing opportunities for young people and helping to protect the environment.

Community fundraising and support enabled the development of the accommodation camp, which features solar panels and waste-and-water recycling.

In 2010, students from 23 schools stayed at the eco village and more than 4500 paying visitors also stayed.

■ mistletoebay.co.nz