

32ND ANNUAL



AZALEA CELEBRATION

WRAL.com

FOX 50



NC BEAUTIFUL





32ND ANNUAL AZALEA CELEBRATION

Applications must be postmarked by August 28, 2017

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.

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 ~ On a separate sheet provide a sketch showing your proposed new planting scheme in relation to existing buildings and plants. The sketch does not have to be professionally drafted.

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?

You may request up to 50 plants. Types and colors shown below:

Medium white ____, medium red ____, medium lavender ____, tall pink ____, tall lavender ____ **Total Quantity Requested** _____

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

How many people (adults and children) will work on your project? _____

Has your non-profit received azaleas in the past? _____ If so, when: ____ 2016 ____ 2015; ____ 2014; ____ 2013; ____ 2012; ____ other.

Mail applications to:

AZALEA CELEBRATION ~ PO BOX 12800 ~ RALEIGH, NC 27605

Direct questions to: 919.821.8701 or 919.821.8773

or email your application and landscape plan to tgrissom@cbc-raleigh.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 Capitol Broadcasting Company.

- ✦ 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.**
- ✦ 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 Capitol Broadcasting Company.
- ✦ Recipients are selected and notified in September 2017. Non-recipients are also notified in September 2017.
- ✦ **Recipients are responsible for picking up plants at the WRAL tower site located at 5033 TV Tower Road, Garner, NC 27529 on **Saturday, September 30, 2017.****
- ✦ 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.
- ✦ Capitol Broadcasting Company 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.
- ✦ **Before mailing please review your application to include a landscape drawing and maintenance plan.**

PLANNING YOUR AZALEA GARDEN

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.

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.*



PO Box 12800
Raleigh, NC 27605

WRAL-TV Azalea Gardens: 919.821.8773 • www.wral-gardens.com
NC Beautiful: 919.828.3190 • www.ncbeautiful.org