

# 35<sup>TH</sup> ANNUAL



# AZALEA CELEBRATION





# 35TH ANNUAL AZALEA CELEBRATION

Applications must be postmarked by **August 20, 2021**

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?

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You may request up to 50 plants.

Medium grower (4-5' height) \_\_\_\_\_ or Dwarf (2.5 - 3' height) \_\_\_\_\_

Total Quantity Requested \_\_\_\_\_

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

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

Has your non-profit received azaleas in the past? \_\_\_\_\_ If so, when: \_\_\_\_ 2019 \_\_\_\_ 2018 \_\_\_\_ 2017 \_\_\_\_ 2016 \_\_\_\_ 2015 \_\_\_\_ other.

Mail applications to:  
**AZALEA CELEBRATION ~ PO BOX 12800 ~ RALEIGH, NC 27605**

Direct questions to: 919.821.8773

or email your application and landscape plan to [aplunkett@capitolbroadcasting.com](mailto:aplunkett@capitolbroadcasting.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 2021. Non-recipients are also notified in September 2021.

✦ Recipients are responsible for picking up plants at the WRAL tower site located at 5033 TV Tower Road, Garner, NC 27529 on **Saturday, September 25, 2021.**

✦ 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.*

