



®News Release

## FOR IMMEDIATE RELEASE

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### **Students Can Win Cash and Prizes for *Birds of a Feather***

**RESEARCH TRIANGLE PARK, N.C., USA, December 30, 2011— AATCC launches the 2012 edition of its popular Concept 2 Consumer® Student Design Competition.**

The eighth annual student design competition, sponsored by AATCC's Concept 2 Consumer® (C2C) interest group and by Pantone®, gives students a chance to win cash, prizes, and recognition in the textile industry.

Students may work individually or in teams of up to four. All AATCC student members are eligible. (Students who aren't members yet can easily join!) In addition to cash prizes (up to US\$1,000), first and second place winners receive a Pantone Cotton Planner (US\$595 value).

Titled *Birds of a Feather Walk Together*, this year's competition theme includes several components of a real-world design scenario:

- The target consumer is a 50-65 year old female, size 12-16
- End use is active wear for this consumer's daily walking routine
- The collection must incorporate a "bird" theme design element
- Specific colors (named in the entry brochure) must be used.

AATCC has made entering easier than ever this year. The competition fits into the 2012 spring semester (January to May) to better serve those who wish to use it as a class project. All entries can be submitted electronically.

To learn more, visit [www.aatcc.org/students/C2C](http://www.aatcc.org/students/C2C) for the e-brochure, guidelines and instructions, Pantone® color palettes, entry checklist, and entry form.

Entries must be received by April 6, 2012. Winners will be announced by May 22, 2012.

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**ABOUT AATCC:** *AATCC is the world's leading not-for-profit textile professional and technical association, serving textile professionals since 1921. AATCC, headquartered in Research Triangle Park, N.C., USA, provides test method development, quality control materials, and professional networking for members throughout the world.*

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