



Fall 2011

Dear Design Professionals and Homeowners,

Parenthesis Family Center is excited to announce our 27th annual Kitchen Walk on **Saturday, April 28, 2012**. The Kitchen Walk is Parenthesis' annual tour of newly remodeled Oak Park and River Forest kitchens. The money raised by the Kitchen Walk enables us to serve the many families with young children who come to our center to receive support services— these include programs for teen and single parent families, as well as for new moms and dads looking for a sense of community, parenting education, and respite.

We are eager to get started for the 2012 Kitchen Walk and hope you have some projects you would like to submit. The Kitchen Walk is the primary place in our community where people go to seek out kitchen designers for their upcoming kitchen remodels. The exposure you receive as a design professional is unmatched by any other advertising method. Help the families of Parenthesis while helping yourselves!

Here is what you need to know:

Selection Criteria

- Home must be located in Oak Park or River Forest
- Kitchen remodeling was completed within approximately the last 18 months
- Kitchen is superior in terms of the quality of its innovations, uses of material and overall aesthetic
- Kitchen is superior in terms of the architecture, attention to detail, use of space and blending of materials and how it complements the entire home and outdoor space
- Kitchen must adhere to NKBA guidelines as a minimum standard
- Kitchen offers something unique that will draw in new participants (e.g., a "green" kitchen)

Submission Process

- Complete the attached forms and turn them into Parenthesis **by Monday, October 17, 2011**. Additional submission forms can be found at www.parenthesis-info.org

- Please make certain to note the second page of the submission form where we outline Parenthesis' expectations for participating design professionals and homeowners. Both the design professional and the homeowner must acknowledge receipt of this information by signing the submission forms.
- Please submit color photographs of the project with at least one exterior shot of the home. Pictures may be printed on standard letter paper or may be actual photographs but will not be returned. **Please do not write identifying information on the photographs.** You may choose to email photos to bandorka@parenthesis-info.org. Photos will be shown to the selection committee in the manner in which we receive them. Photos are used in the first round of our selection process which is anonymous.

Selection Process

- Communications to homeowners and design professionals will be made via email.
- Our selection committee, comprised of three design professionals, will complete two rounds of selection. Round one occurs in early November. Our committee completes round one by looking at "blind" submission materials. From this information, the committee will select the kitchens they would like to see in person.
- All submitters are notified by email of first round decisions. If your project is selected to be seen in person, we will contact the design professional and homeowner to schedule a convenient time to view the kitchen.
- The selection committee plans to choose the final 10 kitchens in early December.

If Your Project Is Selected

- A Showcase Fee is paid for each kitchen selected. The showcase fee ranges from \$750- \$1200 depending on which option you choose. Option details are listed in the nomination form.
- No other persons/companies are allowed in-home representation in the kitchen during the KitchenWalk unless they have paid a Showcase Fee.

- Individuals who were involved in the project, other than the persons/companies who pay the showcase fee, can leave business cards or literature in the home for a fee of \$150 or if they purchase an ad in the guidebook.
- No person or business will be allowed to display information in any kitchen unless one of the above fees is paid to Parenthesis.

Last year's Kitchen Walk was a huge success with our new look and 10 beautiful kitchens. Help us make the 2012 Kitchen Walk even more successful. Submit your projects now. Support your business and your passion while you support Parenthesis and the families we serve. We look forward to seeing your submissions and we hope you will be a part of this amazing day!

Sincerely,

Julia Harmon Bell
Kitchen Walk Chair

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