



## An Idea Too Good to Resist

We had just finished putting on the *Bloom/Ivy* Tech Local Artists Showcase at the Convention Center and were in the midst of completely redoing our website, [magbloom.com](http://magbloom.com), and, oh, yes, we had an issue of *Bloom* to get out. We were all pretty weary so the last thing we needed was a good idea.

And then Erica De Santis, associate publisher, blurted one out. At first I rejected it (okay, I was having a bad day), but within minutes I saw the potential and changed my mind. Here was an opportunity to help a bunch of worthy charities raise badly needed cash and at the same time involve our readers. We got in touch with United Way of Monroe County, who offered to help, and voilà, The Front Page Challenge was born.

Here's how it works: *Bloom* is "selling" its cover to the highest bidder, so to speak. Enter your business or organization in the Front Page Challenge, raise the most money for United Way (between now and October 15), and see you, your boss, or co-worker on the cover of *Bloom*'s December 2012/January 2013 issue.

Small businesses (ten employees or fewer) will compete against other small businesses, medium (11-50 employees) will compete against medium, and large businesses (51 or more employees) will compete against other large businesses.

Three representatives—one from each of the three top-earning entries—will grace *Bloom*'s cover. Inside, there will be a feature story with pictures about each of the three winning companies or organizations.

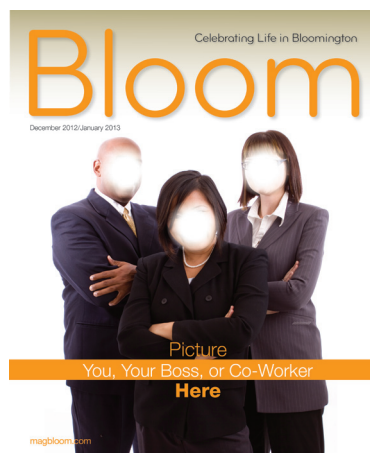
Entrants can raise funds for a specific agency, multiple agencies, United Way's Community Action Fund, or one of its three priority areas: education, earnings, or essentials.

For businesses, this is marketing that money just can't buy: the cover of a magazine, a feature story with pictures, and recognition for doing something good. We'll even help with a list of ideas for raising the money.

So, even if you are super busy and maybe feeling a little weary, I hope you'll agree that this idea is, indeed, too good to pass up.

To come on board, contact *Bloom* Social Media Editor Lynae Sowinski, 323-8959, ext. 0, [lynae@magbloom.com](mailto:lynae@magbloom.com).

**Malcolm Abrams**  
editor and publisher



A representative of your organization could be on the cover of *Bloom*.