

2012 AZALEA BELLES

TO: ALL 9th & 10th GRADE GIRLS

RE: AZALEA BELLES

WHAT IS IT: Weekend events in connection with the **2012 Azalea and Spring Flower Trail**. A chance to work with your friends to promote Tyler, greet tourists & pose for photographs in front of scenic azalea bushes in the historic brick street district wearing antebellum dresses.

WHO CAN APPLY: Freshman and sophomore girls residing in Smith County who will be available for the event times mentioned and would enjoy working with visitors to Tyler. You must be academically eligible because there will be one event during school hours (Friday morning, March 23rd). There are a few meetings you will be required to attend in preparation of the event for orientation, fittings and photo shoots.

GENERAL INFORMATION: The Convention & Visitors Bureau has a collection of long antebellum style dresses (like Scarlet wore) and hoop petticoats. If selected, you will be fitted in a particular dress to wear throughout the event. You will be responsible for returning the dress and all accessories after the event is over. You will be assigned a particular house each weekend of the trail. There are thousands of people who come to Tyler to see these beautiful flowers and the Azalea Belles are a lovely addition to all the photos the tourists enjoy taking! Two or three girls will be assigned to each house so that no one will be alone at any location. A typical schedule involves working 3½ hours on Saturday (morning or afternoon shifts available) and Sunday afternoons for the weekends during the Festival. You will only be allowed two conflicts for appearances at the homes during the 3 weekends of the Trail. The 2012 Festival is scheduled for March 23 – April 8. There is typically some press publicity and other appreciation from the Convention & Visitors Bureau and the community. The only cost involved in being an Azalea Belle is the cost of the white satin gloves (about \$20). These will be yours to keep. All other supplies are provided by the Convention & Visitors Bureau.

WHAT TO DO: Get an application from your counselor or you can access it online at www.tylerazaleatrail.com, fill it out and bring it by or mail it to the Convention & Visitors Bureau no later than **Friday, January 20, 2012. No late applications will be accepted!** Please mail or return in person to:

**AZALEA TRAIL COMMITTEE/AZALEA BELLES
TYLER CHAMBER OF COMMERCE
315 NORTH BROADWAY
TYLER, TX 75702
Attn: SUSAN TRAVIS**

Once your application has been turned in, please make arrangements to attend an interview session. Please call Susan Travis at 903-592-6978 to set up a day and time for your interview. The days available are: Tuesday-Thursday, January 24-26, between 3pm & 5pm at the Chamber of Commerce/Tyler Convention & Visitors Bureau located at 315 N. Broadway. Those selected will be notified by letter on or before February 10, 2012. If selected, it is necessary that you are available for an orientation meeting on Thursday, February 16th from 4:30-6pm, dress fittings on Tuesday-Thursday, February 28-March 1 (you will only have to come one of those days) and a publicity photo session to be scheduled at your convenience, as well as the morning of Friday, March 23rd for the Opening Ceremony and each weekend of the Trail (March 23-April 8th). By your signature, you agree that you will make yourself available to the Tyler Convention & Visitors Bureau on these dates. A complete list of dates and other information will be distributed to all participants at the interview session.

(Application on the following page)

2012 AZALEA BELLE APPLICATION

NAME _____

PARENT OR GUARDIANS' NAME _____

ADDRESS _____ **City** _____ **ZIP** _____

HOME PHONE# _____ **SCHOOL** _____ **GRADE** _____

PARENT'S WORK OR ALTERNATE PH# _____ **CELL#** _____

Tell us about yourself and what activities you are involved in.

In 50 words or less, describe what Tyler means to you (please use the back, if necessary).

Are you comfortable talking to visitors? Yes _____ **No** _____

Are you comfortable having your picture taken? Yes _____ **No** _____

STUDENT SIGNATURE: _____

PARENT/GUARDIAN SIGNATURE: _____