



Dear Friend,

I am writing to invite you to what has become the largest wedding cake competition the Delaware Valley has ever seen.

Are you the best pastry chef of 2017? There is one way to find out; join us and at the same time make a difference in the fight to empower local children with special needs by benefiting Variety – the Children’s Charity.. A **\$150 donation** will give you the opportunity to prove your wedding cake is better than the rest.

This year we have added a fourth category (in addition to Best of Show, Most Artistic and Best Tasting) and prize that best displays the theme of “A Variety of Childhood Fun and Fantasy”. Please note that no chef is limited to the theme and that it just a way of taking this amazing contest to another fun creative level.

Date: Sunday, March 5, 2017

Location: The Millennium Ballroom of the LOEWS Center City hotel at 12th and Market Streets.

You will have ample time to load in and properly display your entry with a load in schedule given you Variety no later than February 14, 2017

There has been a huge response to this event and each pastry chef must have enough samples to accommodate a minimum of 150 servings. Last year, we received an overwhelming turnout to say the very least. We had well over 700 future brides in attendance.

Winners will be announced publicly around 7:30 PM, depending on the attention of the crowd. There will be four prizes including a top prize for Best of Show.

The general public will receive goody bags and the chances to win over 40 prizes. The entire evening of fun and fabulous cakes will cost the public a total of a \$40 donation in advance or \$50 at the door benefiting Variety – the Children’s Charity. This is certainly a great deal for a great cause. Each pastry chef will receive two passes, one for themselves and one for an assistant. We would like to offer more passes but this is a fundraiser after all.

I will take the liberty of including pre-stamped postcards for you to send to family and friends so they may enjoy the fun, and your possible win, as soon as they are available.

If you have questions concerning “Let Them Eat Cake” or Variety – the Children’s Charity please call me at 215-385-0900 or via email at harry.giordano@varietyphila.org.

I am certainly looking forward to eating the best wedding cake in the Delaware Valley.

Sincerely,

Harry Giordano
Development Director
Variety – the Children’s Charity

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