

Ivory Homes sponsors a gingerbread house contest, prizes to benefit winners' charities

***Ivory Homes sponsors their first annual Gingerbread House Contest with prize money being split between winners and their charities of choice. Contestants are to create their favorite Ivory Homes model out of gingerbread and other edible components. Entries may also choose to be silent auctioned off with the proceeds benefiting the Utah Food Bank.***

Salt Lake City, Utah (PRWEB) December 6, 2010 – Ivory Homes, one of the nations' top home builders and the number one home builder in Utah, is giving back to the Salt Lake City community in a yummy way by sponsoring a Gingerbread House Contest that benefits charities and the Utah Food Bank. Ivory Homes' gingerbread house contestants are to create their favorite Ivory Homes model totally out of gingerbread and other edible components. Winners will receive cash prizes up to \$1,000 with a matching donation made to the charity of their choice. Select gingerbread houses will be auctioned off at the end of the event with all proceeds benefiting the Utah Food Bank.

Salt Lake City residents and Ivory Homes employees are already working on their house designs and decorating skills for their entries to the Ivory Home first annual Gingerbread House Contest. Contestants are to recreate one of any of the 42 home models in gingerbread and other edible components. Ivory Homes has posted links to home models and gingerbread house construction tips on their Facebook page to help ignite the spirit of camaraderie and competition between contestants.

Local Salt Lake City contestants are to send in at least three photos of their completed gingerbread house by December 14th. Contestant houses will then need to be delivered to the Ivory Ridge Clubhouse in Lehi (just south of Salt Lake City) on Thursday, December 16<sup>th</sup> before 3:00 PM. From 3:00 to 9:00 PM on December 16<sup>th</sup>, everyone is invited to stop by the Ivory Ridge Clubhouse to see these unique gingerbread creations, vote on entries, and even place a silent auction bid on houses that have been designated for sale to benefit the Utah Food Bank. Ivory Homes is also allowing votes to be placed online on their Facebook page at <http://www.facebook.com/ivoryhomes> until December 21st at midnight. The contest winners will be notified on December 23<sup>rd</sup>.

On December 16<sup>th</sup>, not only will all gingerbread houses be available to drool over, but Ivory Homes is planning a wonderful holiday event called the Gingerbread House Showcase. This event will of course be used to show off all the edible entries but families and kids can also get in the holiday spirit with free photos with Santa, holiday cookies and punch, serenades by carolers, and even a free kids picture frame craft activity. Three model homes close to the Clubhouse will be used for these special holiday events and are sure to be well attended. Ivory Homes is expecting several hundred visitors to come out to see the Gingerbread House Showcase.

The Utah Food Bank has been selected by Ivory Homes as the charity of choice to receive the proceeds of the sales of select gingerbread homes sold during the silent auction at the Gingerbread House Showcase. Ivory Homes has had a long standing relationship with this nonprofit organization that supplied 31 million pounds of food to needy families in Utah last year. In October, Ivory Homes donated over \$140,000 of construction services to build a volunteer food sorting room at the Utah Food Bank facility located at 3150 South 900 West in South Salt Lake. The silent auction on December 16<sup>th</sup> is expected to bring even more holiday cheer and additional cash donations to this worthy community agency.

In addition to a charitable giving focus for these special events, Ivory Homes is providing welcome cash prizes to the winners of the Gingerbread House Contest just in time for holiday shopping. The prizes for the contest are substantial with the first place winner receiving \$1,000 cash for their work and a check of another \$1,000 made out to the charity of their choice. The first runner up will receive \$500 cash and a check of equal amount to their selected charity. The second runner up will receive \$250 with a matching check to their charity of choice as well. All contestants will receive a special participation gift that is perfect for families to share together on the upcoming Christmas holiday.

For additional information on the Gingerbread House Contest, please contact Jim Dunford the Marketing Director at Ivory Homes or visit their Facebook page at <http://www.facebook.com/ivoryhomes> to see entries, vote for gingerbread houses, and see the winning designs after December 16, 2010.

About Ivory Homes:

Ivory Homes is one of the top 50 home builders in the United States based on closings. They are Utah's number one home builder based on the number of homes built, quality delivered, and in customer service. Ivory Homes has retained this prestigious ranking in Utah the last 23 consecutive years. Ivory Homes has over 40 home developments located along the Wasatch Front and St. George. As the premier home builder in Utah and one of the top builders in the nation, Ivory Homes focuses on customer satisfaction in all they do.

Contact:

Jim Dunford, Marketing Director

Ivory Homes  
1-800-GO-IVORY  
<http://www.IvoryHomes.com>

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