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FOR IMMEDIATE RELEASE

**ROCHESTER FLAG PROJECT ANNOUNCES ROUND 2 CONTEST WINNERS,  
START OF FINAL ROUND**

**Round 2 Ends With 6 Winners; Final Public Voting Round of Citizen Flag  
Redesign Runs May 16th-June 24th, 2018**

May 7, 2018, Rochester, MN: The Rochester Flag Project Committee and Herold Flags & Flagpoles announce that the Round 2 winners of the contest to update the Rochester city flag have been chosen.

The contest was first announced in February 2017 at the Rochester Art Center.

The Rochester Flag Project is following in the footsteps of many cities around the country that are updating their flags and reconnecting with urbanism and good design. The present Rochester flag dates from 1980, and calls for a new one have been in the works for several years now. The project goal is to tap into the substantial brainpower and talent in the greater Rochester community to create a truly grassroots flag design. In this way, Rochester citizens can envision their past, present, and future in one important civic symbol, their new city flag.

Rochester flag store owner, flag expert, and former North American Vexillology Association (NAVA) board member Lee Herold adds, ‘A flag must be a powerful design that attracts immediate interest and excitement. Citizens of Rochester must be attracted to their flag, and want to see it used because they like it, rather than as a duty and a loyalty. It must speak to the character of the citizens in a way they can identify with and say, ‘Yes, that’s us.’”

This announcement ends the second of two rounds of entries, with the first from May 15th to August 15th, 2017, and the second from October 15th, 2017 to January 19th, 2018. The Final Round is a public vote at [www.rochester.flag.com](http://www.rochester.flag.com) for one winner out of the 12 or so chosen in the contest. The Final Round voting will begin on May 16th, 2018 and end with Rochesterfest on June 24th, 2018. Citizens will be encouraged to vote at Rochesterfest and may even see flags in the parade!

After the tally of public votes, the winning flag design will be presented to Rochester Mayor Ardele Brede and City Council for formal adoption in summer, 2018, in time for the city’s 160th anniversary. Once adopted, the new flag will be raised at a public event later in the summer or in early fall, 2018.

The Round 2 award ceremony will take place from 12-1 p.m. on Wednesday, May 16th, 2018 at Rochester City Hall, City Council Chambers. All are invited to attend and chat with the winners, judges and coordinators. **The Round 2 winners will be revealed at that time.** The two first

place winners will be given an industry standard nylon fabric flag of their design. You can RSVP for this event at the Rochester Flag Project Facebook event page, or just come that day.

‘Everyone has worked really hard in this second round, especially Lee, Christine, and the judging team,’ says Flag Project coordinator Anastasia (Ana) Hopkins Folpe. ‘They’ve spent countless hours discussing and learning about flags and then really scrutinizing each design, all in the spirit of fun and love for Rochester. Special thanks are due to Zoey Jantsan at RE/MAX for hosting the meetings and her endless supply of Carroll’s Corn for the group. Now it will be up to the public to decide, and we can’t wait to see what the voters will choose.’

The Judges’ Board includes: Emily Carson, Zoe Jantsan, Judith A. McIlmail, K. Nolan, Cesar Sandoval, Jessica Schmitt, Terry Thronson, and Bill Wiktor. Judges received instruction and coaching in flag design from Lee Herold of Herold Flags & Flagpoles and E. Christine Schultze, AIA. Naura Anderson and Greg Wimmer are consulting graphic designers for the project. Other committee members include Shawn Fagan of Fagan Studios and Anastasia Hopkins Folpe of Red Dogwood Garden Design.

Contest details and the voting page can be found at [www.rochesterflag.com](http://www.rochesterflag.com).

Sponsors and community partners of the Rochester Flag Project include Naura Anderson Design, Fagan Studios, Herold Flags and Flagpoles, The History Center of Olmsted County, Minnesota Children’s Museum Rochester, Red Dogwood Garden Design, and Rochester Art Center. Judging sessions were graciously hosted by the Zoey (Jantsan) and Charley (Saballa) team at RE/MAX Results Realtors of Rochester. Special thanks are in order for Randy Staver, Rochester City Council, and Mayor Ardele Brede for hosting the award ceremonies, to our many media and community partners, and to the hundreds of designers who have submitted entries to this volunteer contest. Your support and talents are greatly appreciated!

Samples of city flags can be found at Flags of the World, <http://www.crwflags.com/fotw/flags/>. Another resource is Roman Mars’s quintessential 2015 TED talk that has launched many a city flag contest, from his radio show ‘99% Invisible:’ [https://www.ted.com/talks/roman\\_mars\\_why\\_city\\_flags\\_may\\_be\\_the\\_worst\\_designed\\_thing\\_you\\_ve\\_never\\_noticed](https://www.ted.com/talks/roman_mars_why_city_flags_may_be_the_worst_designed_thing_you_ve_never_noticed).

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