

MEDIA RELEASE

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Immediate Release

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Get Ready for both live and virtual Marshmallow Madness! Carroll County Arts Council Announces Registration for 14th Annual PEEPshow

The Carroll County Arts Council is looking for innovative artists, engineers, designers and anyone with a “sweet” sense of humor to enter the 14th Annual PEEPshow, running March 26 through April 5, 2021. This year’s show will take on a hybrid format with a live component at the TownMall of Westminster and a virtual component that will allow for national participation. Registrants can choose to participate either only virtually or both virtually and live at the mall.

The PEEPshow is a wonderfully wacky display of art inspired by the lovable, unnaturally colored marshmallow critters and shapes that invade store shelves before almost every holiday. The Arts Council will accept dioramas, sculpture, and mosaics as long as they include Peeps® as the medium or subject matter. They will also accept entries utilizing photography, stop-action filmmaking, computer-generated art, drawings or paintings as long as they feature Peeps as the primary subject matter.

In the interest of public health, this year’s live event will be held at the TownMall of Westminster in the former Sears space. The increase in square footage will allow for wider spacing of the displays and one-way traffic flow. The Arts Council will adhere to all CDC and Maryland State COVID guidelines during the event to help keep visitors, volunteers, and staff safe and healthy. Measures will include face covering requirements, limited occupancy, sanitization of vote chips, hand sanitizer stations, and more.

Five trophy and prize packages will be awarded to those receiving the most in-person votes, as well as five prize packages awarded to those earning the most online votes. The overall Grand Prize winner will be chosen based on the number of combined in-person and online votes received. Five Artistic Achievement awards will be chosen by the Arts Council staff and Sponsor’s Choice awards will be selected by PEEPshow’s sponsor organizations.

Photos of previous year’s entries can be viewed on the Arts Council’s website. In 2020’s first ever virtual PEEPshow, more than 17,600 Peeps were used in the 86 entries. Last year’s first place Audience Favorite was “Yellow Peepmarine” by Christian Twamley.

Just Born, Inc. of Bethlehem Pennsylvania began making Peeps® in 1953 and for decades has been the #1 non-chocolate Easter candy brand in the U.S. The product has gained a “cult-like” following not just for their tastiness, but also for their longevity and suitability for craft projects.

Decorators must register for the live exhibit by March 1 and will be responsible for transporting their entry to the TownMall of Westminster. All live entries will also be featured in the virtual component. Any registrations received after March 1 will automatically default to the virtual exhibit only. Registration for the virtual exhibit will remain open until March 22. There is an entry fee of \$10 and only one entry per person will be accepted. Registration is online only. Participants can find more information and register online at marshmallowPEEPshow.com. Completed Peep® creations must be delivered to the TownMall between March 4 and March 6. For more information, call 410-848-7272.

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PHOTO CREDIT:

2020 1st Place Audience Favorite: “Yellow Peepmarine” by Christian Twamley.