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## **Amy Lind Named 2008 Designer of the Year** Gift Basket Entrepreneur Attains Top Honors

ATLANTA, GA, September, 2008 – The Basket Connection National Gift Basket Convention and Trade Show named Amy Lind – the Owner and Creative Director for The Basket Corner – the 2008 Designer of the Year. The awards gala took place at the Atlanta Hilton Hotel with top designers and entrepreneurs from across the United States present.

The Basket Connection presents the Designer of the Year award annually to one individual who has made an outstanding contribution to the gift basket industry, and has consistently displayed creative design expertise. Eligibility was based on a winning entry from the 2007 show competition. The award winner was selected by The Basket Connection leadership and attendees, comprised of a peer group of designers, florists, small-business owners, gourmet shop owners, retailers and gift basket professionals. Those competing for Designer of the Year at this year's show were required to create an extensive marketing portfolio and an extravagant design to complement that portfolio. Lind excelled at both segments of this category, taking home the industry's highest award and a check for \$1,000. Nominees for awards at the 2008 Convention included other outstanding designers from across the United States and around the world including Canada, Trinidad, Jamaica, Barbados and Finland.



Ms. Lind has received numerous design awards, and has been featured in industry trade magazines, including *Rave Reviews*, where she has been profiled alongside many of the nation's leading gift designers.

“Receiving this esteemed award is a testament to Amy’s outstanding creativity, consistency, and dedication to her work,” said Patricia Cannon, CEO of the Alpine and Mountain Empire Chamber of Commerce. “We are thrilled that Amy has been honored by this organization and acknowledged by her peers.”

Founder and President of *Rave Reviews Magazine*, Cherie Reagor, presented Ms. Lind with the award at the culmination of the National Industry Convention and Trade Show. “Her Corporate Design was very high class and professional and her marketing plan was excellent!” said Reagor. Ms. Lind will be featured in an upcoming edition of the magazine where she will be profiled along with her award and winning design.

Ms. Lind was also recently honored by local Assemblyman Joel Anderson as a finalist in the 2008 Business of the Year awards. Ms. Lind’s gift basket business was acknowledged for outstanding products, growth, community participation, and commitment to quality and service.

The Basket Corner was founded in 1999 along with the online store, [TheBasketCorner.com](http://TheBasketCorner.com). The Basket Corner has developed a niche market with San Diego business customers offering custom designs, imprinted products and personalized service. The company provides quality gifts and gift baskets to their customers that express their emotion, ease their schedule, enhance their image and expand their relationships. Gifts are delivered throughout the San Diego region and shipped nationwide.

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*Cherie Reagor, President of Rave Reviews Magazine, presents the 2008 Designer of the Year Award to Amy Lind.*

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