

Welcome to the Fourth Annual Mask Decorating Contest! 🎭👤

Design and decorate the 2025 award-winning hand-decorated KoF throw and you could win a FREE bead package, the KoF Perpetual Trophy, and your name in the KoF Mask Award hall of fame!

The Krewe of Freret throws the coveted hand decorated mask to Carnival revelers as an omen of goodwill and in celebration of the crowd's commitment to the spirit of Mardi Gras. We throw our hand decorated creations to revelers so that they can either highly prize their catch for years to come, or so that they can wear the prized creation and quite literally #bemardigras.

Members of the Krewe of Freret have long been applauded as highly creative and artistic, and so to honor the incredible efforts put forth by this Krewe in decorating our signature throws, we are opening the third annual Freret Mask Award by Shannon E. Thomas, *exclusive* to Riding members of the Krewe of Freret and the Krewe of Themis.

Contest Details:

1. Members shall post a picture of the mask they wish to enter into the contest in their Instagram feed as a newsfeed "**Post**". *NOT an Instagram story. *Entries via Instastories will not be considered.**

2. Members shall tag @kreweoffreret in the post **AND** add the hashtag #freretmaskaward2025 in the caption to be considered. Both of these **MUST** be done in order to be considered- this is the only way we will find and qualify your entry.

3. Members may post as many entries as they wish, but only posts that contain one mask per picture/post will be considered. Each entry must abide by Rule #2 above. (So, if you don't want to post all 10 or more of your masks, choose the ones you are most proud of! But remember, you **ARE** able to enter **ALL** of your mask creations! There is no limit!)

4. The **deadline** to enter all entries is midnight on **February 19th**. There can be no exceptions. We must allow time for adequate judging of all the amazing entries!

5. Entries will be judged on originality of concept, and then the execution of the idea. Bonus points for clever staging and photography, though the mask should be easily visible and not overly-edited or filtered.

(Again, we want your masks to be the most amazing, prized possessions of the *recipient* revelers, as the most coveted throw of our parade!! Let your creativity run wild, and create a signature throw that you would want to catch yourself!)

6. Judging will begin on February 20th, by Shannon E. Thomas (see below for bio).

7. The Winner will be announced at the Parade Pre-Party on the morning of **2/22** at Mardi Gras World during the welcome/informational speech, and will receive as a Grand Prize: an official KoF bead package (as currently listed in the KoF Store),

a Perpetual Trophy to be held for the reigning calendar year, krewe-wide recognition at the Parade Pre party, and their name listed in the Krewe of Freret Mask Award Hall of Fame.

8. The entry period is open NOW! Good luck as you begin to post your exclusive hand-decorated masks to the Insta!

WHO is Shannon E. Thomas???

Shannon E. Thomas is a painter and designer living in Amsterdam, the author of [The Practical Guide to Experience Design](#), and founder of [Artificial Design](#), of whom the Krewe is most proud to call long time supporter and member. She is a hands-on creative leader with a history of building diverse and effective teams, collaborating with business and technology partners, and establishing inclusive processes within organizations. Using curiosity, passion, and humility, she works with global clients across industries to define opportunities and deliver marketable solutions. To learn more about your judge, Shannon E. Thomas, go to <https://shannonethomas.com>.

Please feel free to print out the below mask trackers and add them to your mask baggies as you package them up!

Good Luck Krewes! We can't wait to see your amazing creations! #bemardigras



You have caught an Original Krewe of Freret mask created just for you by _____.
Please take a photo of yourself with it and post it to Instagram with the tag #bemardigras so we can see where our creations land.



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