

## Pimp My Laundry Room<sup>SM</sup> Contest

Is your laundry room looking a little...washed out?

Wisk® is here to help. You can **WIN** a **complete laundry room makeover** and be featured on the TV show *Designing Spaces*!



Enter for  
your  
opportunity  
to

Win a **FREE**  
laundry room  
makeover

And star on  
*Designing  
Spaces!*



**pimp** MY  
**laundry room**  
**CONTEST** presented by 

Just submit your most creative video telling us why you should win a laundry room makeover. We'll choose the top Finalists and then your friends and family will help us choose the Grand Prize Winner!

Our host, interior designer and founder of [Material Girls Blog](#), Emily Johnston, has even done some of the work for you by coming up with three design ideas for today's laundry room. Just [click here](#) to check them out!

For the Official Rules, [click here](#).

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[How To Enter](#)

[Pick Your Style and Enter Now](#)



A graduate of the University of Oklahoma's Interior Design program, Emily lives in Dallas where she spends her days running around Big D picking out furniture and fabrics for her design clients, and her nights dreaming up new blog posts.

She also owns her own interior design firm, EJ Interiors, a full-service interior design firm dedicated to helping individuals and businesses create captivating and inspiring environments.



## HOW To Enter

- 1 Tell us which of the three design concepts provided by Emily Johnston best fits your laundry personality and why you deserve a laundry room makeover.
- 2 We're looking for on-air talent and a peek at the state of your current laundry room – so make sure both you and your laundry room are featured!
- 3 Videos should not be more than three minutes long and in .mov, .mpg, .avi, .mpeg, .wmv, or .flv format and no larger than 100MB in size.
- 4 Last, but not least, please close your video segment with the following plea: "Wisk®, Please Pimp My Laundry Room™!"

**Pick Your Style and Enter Now**

Not ready to submit your video quite yet? We'd be happy to send you an email reminder. [Click here to submit your email address!](#)



designing spaces

Watch us on  
**We** TV

**TLC**

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Do you desperately crave organization while you load? Can't live without your phone while you fold? Or maybe your laundry routine is just getting old. Whatever the reason for needing a laundry room makeover may be, we want to hear it! Emily has put together three design concepts based on different laundry personalities – just tell us which one best matches your personal laundry personality and why you deserve a makeover. We hope these designs provide just the right amount of inspiration for your video!

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### **Type A All the Way**

When you think High Efficiency, it's not just HE washers and detergents that come to mind. High Efficiency for you means uber (but still stylish) organization. From drying racks to cabinets galore, we'll ensure your laundry room keeps everything, including your sanity, in check.

**Choose this and Submit!**



### **Constantly Connected**

Admit it – you love to update your Facebook status. And Tweet. And catch your favorite shows on-the-go. Technology is a part of your life and you don't have to check it at the laundry room door. This concept is all about keeping you connected – from the flat screen TV to the charger station.

**Choose this and Submit!**



### **Livin' Large Lounge**

You like to have a good time while you get things done and doing your laundry is no exception. (Sure, laundry is a chore, but it can still be fun!). So, go ahead and have fun – enjoy a snack or blast your favorite tunes while you sort, load and fold. This laundry room is sure to set your pulse – and your spin cycle – racing.

**Choose this and Submit!**

## Step 1: Select Your Style



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**Livin' Large Lounge**



## Wisk® Launches its Pimp My Laundry Room<sup>SM</sup> Contest

by Kristen on Monday, March 01, 2010



Start your spin cycles, Laundry Line readers ... it's time to rescue the most overlooked and, at times, uninspired space in the home thanks to the Wisk® Pimp My Laundry Room<sup>SM</sup> video contest!

I'm Emily Johnston, owner of the interior design firm EJ Interiors and founder of the [Materials Girls Blog](#), a home design website. As a graduate of the University of Oklahoma's Interior Design program, I live in Dallas where I spend days picking out furniture and fabrics for clients and nights dreaming up new blog posts. There is nothing I love more than creating stylish and functional spaces for my clients and I am so excited to share my latest project with you all: making-over the laundry room. Besides, why should the rest of the house have all the fun?!

I'm teaming up with Wisk HE Laundry Detergent and Whirlpool's DreamLaundry® Solutions led by Bill Thomas to give laundry rooms across America the chance to go from drab to fab. Now I know what you are thinking ... what's the point of updating my laundry room? It's hidden off the hallway or down in the basement. Well, I say, no more! The laundry room is packed with potential and ready for its close-up... after all, we spend an estimated 300 hours doing laundry each year! That's a lot of time to spend in an area that's, shall we say, lackluster.

So, to inspire you to give your laundry room some love, we're giving one lucky winner a total laundry room makeover, complete with a brand new Whirlpool® High Efficiency washer/dryer set, a year's supply of Wisk HE laundry detergent and a guest spot on a special episode of TV's *Designing Spaces* scheduled to air this summer! Hello, fifteen minutes of fame ... here YOU come!



Kristen

Hi there! My name is Kristen. I'm a scientist and work in the Technical Knowledge & Observations department at Wisk. After growing up under the steady influence of my "clean freak" mom and watching episodes of Mr. Wizard

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Wisk and designer Emily Johnston team up with TV's *Designing Spaces* to offer one lucky laundry room a makeover and 15 minutes of fame!

From the **NEW Laundry Line Blog!**



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