



BIC® DESIGN ON FIRE IS BACK FOR ITS 3RD EDITION!

January 24, 2014 - What is it going to be? A rainbow of colours, a range of psychedelic forms, your favourite scenery? The BIC® Design On Fire contest is back for its 3rd Edition and invites you **to create your own BIC® lighter decor!**

Whether you are a gifted designer, a famous artist or simply a lighter lover, join us to try to win €5,000 by creating the future BIC® lighter collection.

The first two winners already went from “Flame to Fame” and had their decor printed on 1 million BIC® lighters across Europe!

Express your creativity from January 14th to March 13th on the following pages:

<https://www.facebook.com/mybiclighter/>and

<http://www.mybiclighter.com/design-fire-3>

The winner will be the one able to convince not only the jury thanks to the originality and creativity of his/her design but also the social world by sharing his/her creation and getting a maximum of votes. Now it's time to show your talent. It's time to “Design On Fire”!