

NATIONAL SAUNA WEEK

February 15-21, 2026

POSTER ART CONTEST

Entry Deadline: November 15, 2025

Finlandia Foundation National announces its National Sauna Week Poster Contest, celebrating the authentic Finnish heat-and-steam bathing method that is also beloved by generations of Finnish-Americans, and continues to grow in popularity with the general public across the United States.

FFN launched National Sauna Week in 2022 as a means of recognizing this centuries-old tradition, which involves heating the sauna room with a wood-fired or electric stove, to a temperature of 170°- 190° F. Rocks heated on the stove are splashed with water to create steam. Bathers alternate the steam sessions with immersion in cold water, either by jumping into a lake or under a shower. In winter, a roll in the snow can be a substitute.

ABOUT FINLANDIA FOUNDATION NATIONAL

Finlandia Foundation National (FFN) is the premier network of Finnish-American organizations in the United States. Founded in Pasadena, California in 1953, it administers grants, scholarships and programs supporting and celebrating Finnish heritage and Finnish-American culture and traditions. For more information about the 501(c)(3) organization: FinlandiaFoundation.org.

ABOUT NATIONAL SAUNA WEEK

The fifth annual National Sauna Week (NSW) is set for February 15-21, 2026. During that time, Finlandia Foundation National offers a robust, week-long schedule of online events and programming, free of charge. In addition, FFN chapter organizations across the U.S. host events celebrating sauna, and other groups and businesses are invited to join in with their own sauna-related activities.

In 2024, FFN launched the poster art contest to represent the traditional Finnish sauna in a colorful and graphic manner for use in promotion of sauna and National Sauna Week. The judges selected the design by Debbie Paver of Calumet, Michigan, as the inaugural contest winner. In 2025, Vilmo Törmälä won the contest.

SELECTION PROCESS

Through the jury process, the winning entry will be selected to represent NSW on the poster and in publicity and promotion for the event.

Judging will be based on the best depiction of sauna and a format that can be easily and clearly shared in various media.

AWARD

The 2025 National Sauna Week Poster Contest winner will receive a cash prize of \$300 and

a printed copy of the poster. It may be used on a postcard or other merchandise, as well. National Sauna Week merchandise will be sold exclusively through North Wind Books, a non-profit shop in Hancock, Michigan, that is owned and operated by FFN.

IMPORTANT DATES

November 15, 2025: Submission Deadline

December 1, 2025: Winner announced

POSTER CONTEST ENTRY REQUIREMENTS

- Artists 18 and older are invited to participate.
- Entrants must reside in the United States.
- Only original work by the entrant will be accepted. Use of clip art or inclusion of elements of or reference to work(s) by other artist(s) will disqualify the entry.
- AI-generated images are not permitted.
- Art may not include the photo likeness of any identifiable person(s).
- All media that may be printed as a poster are acceptable. If the creation is dimensional, you must submit a high-resolution photo of the piece in the size noted below.
- The art must depict or relate to the essence of traditional Finnish sauna.
- The poster must include the following information:
 - o National Sauna Week (prominent)
 - o February 15-21, 2026 (may be secondary in size)
 - o FinlandiaFoundation.org (may be smaller but legible)
 - o FFN logo (may be smaller but legible)
- One entry per artist will be accepted.
- Artwork must be vertical and will be available as a PDF at 11" x 17. It may be used on merchandise, as well. If an applicant is unable to design at that size, we will also accept 8 ½ x 11", but all entries will be judged as is and displayed that their original size. Any other sizes will not be accepted.
- Files must be submitted in JPEG, JPG, or PDF (preferred) format at 300 dpi or higher. The artist, by signing the entry form, assigns to Finlandia Foundation National, Inc., the rights to the artwork for promotion of National Sauna Week (NSW). This includes permitting FFN and its NSW partners to use the art by posting it online, at their websites and in social media, and printing the art for use in NSW-related promotions.

Entry in the contest constitutes full permission to publish names of winners without further compensation. The determination of eligibility of entries and any interpretation of these rules is at the sole discretion of the Finlandia Foundation National and shall be final and binding upon all entrants.

The winning artist retains ownership of the original artwork. Finlandia Foundation National retains the exclusive right to the sale of items bearing that art.

The winning artist can, at their discretion, sell the original art minus the Finlandia Foundation National name and/or logo. Artist irrevocably assigns to Finlandia Foundation National, by submitting and signing the entry form, exclusive copyright, trademark,

licensing, marketing, distribution, reproduction, and registration rights to the National Sauna Week artwork for any and all purposes and uses.

FFN reserves the right to reject any and all entries; to reconsider entries from previous years; and to request reasonable, minor design modifications from the proposed winner.

RIGHTS

By participating in the contest, you agree that after submission, your entry will become the property of the Finlandia Foundation National and may be used for promotional purposes, shared on FFN social media accounts, and/or included in announcements and press releases.

Except as used by the Finlandia Foundation National and its entities, all artists, including the winner, will retain the rights to their work.

The winning artist is to not use their design for their own promotions until after the National Sauna Week closing date of February 21, 2026.

By participating, the entrant agrees to abide by and be bound by these rules.

All artists must complete the submission form, and include an artist bio and artist statement for their piece. Each must be under 200 words.

QUESTIONS? Please contact the FFN at office@finlandiafoundation.org or 626.795.2081.

[Click here for the submission form](#)

[Click here for the FFN logo.](#) A version with the shield and full FFN name is required for entry.