**Drink it to Build it**

**NO PURCHASE NECESSARY TO ENTER OR WIN**

**Eligibility:** AllFlorida schools participating in School Breakfast Program are eligible. Employees of the Dairy Council of Florida/Florida Dairy Farmers, their respective parents, affiliates, subsidiaries, advertising or promotion agencies or other individuals engaged in the development, production, or distribution of promotion materials and persons who are immediate family or who reside in the same household as persons in the preceding categories are not eligible. Void where prohibited. The applicant or legal parent/ guardian (if required) may be required to sign legal documents or provide additional proof of eligibility. By entering the contest and/or accepting a prize, a winner (or the legal parent/guardian of such winner) agrees to allow the use of his or her name, voice, photograph, likeness and any information provided on the entry form, in any media now known or hereafter invented and for any purpose, including advertising, promotional or other purposes by Dairy Council of Florida and its affiliates, without further compensation.

**Contest Period:** Contest runs from February 1-28, 2019.

**Grand Prize:** Two Florida schools will be chosen as winners. Each school will receive a 4-crate rolling milk cooler for their school meals program. The value of each cooler is $1400. Odds of winning depend on the number of valid entries received. The winners artwork will also be featured on posters for Florida schools for the 2019-2020 school year. No cash or other substitution may be made, except by Sponsors if a prize (or part thereof) cannot be awarded, in which case Sponsors will at their sole discretion award a prize (or part thereof) of equal or greater value.

**How to Enter:**

K-12 Florida schools can enter the contest by following these steps:

1. Promote the contest to students through the first part of the school year so they can save up milk cartons needed. Continue to promote and develop design for milk carton art in January.
2. During the month of February, create a piece of wall art using school milk cartons with the theme of agriculture.
3. Finish creating the artwork, and take a photo of it by February 28, 2019.
4. Email your photo to [fueluptoplay60@floridamilk.com](mailto:fueluptoplay60@floridamilk.com). Please make sure the photo is sent as a JPEG file and is sent as an attachment. In the email please include your name, school, and county.
5. The scoring rubric will include:

|  |  |
| --- | --- |
|  | Possible Points |
| Originality/Creativity | 35 |
| Utilizes the agriculture theme | 25 |
| Incorporates dairy | 20 |
| Level of detail | 10 |
| Picture quality | 10 |
| Total | 100 |

1. If selected as a winner, you will be contacted by March 8, 2019.

**Indemnification:** By entering, participants agree to release, discharge, and hold harmless, Dairy Management Inc., Dairy Council of Florida/Florida Dairy Farmers, their respective parents, affiliates, subsidiaries, advertising or promotion agencies or other individuals engaged in the development or production, from all claims or damages arising out of participation in both this offer and/or contest and/or acceptance of any prize or offer. Subject to applicable Federal, state, and local laws and regulations.

**Winners List:** To receive a list of winners, mail a self-addressed, stamped envelope to: Dairy Council of Florida, 1003 Orienta Ave., Altamonte Springs, FL 32701.

**Sponsor:** Dairy Council of Florida, 1003 Orienta Ave., Altamonte Springs, FL 32701