**Rocket into Breakfast Contest**

**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 March 4-8, 2019

**Grand Prize:** Three Florida schools will be chosen as winners. Each school will receive a Cambro Flex Cart Grab and Go station. In addition, they will be provided with breakfast banners for the sides of the cart. The value of each cart is $1100. Odds of winning depend on the number of valid entries received. 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 prior to National School Breakfast Week.
2. Provide students with copies of cereal box template or link where they can print off a copy **(PLEASE USE TEMPLATE PROVIDED)**.
3. Collect student entries at the end of National School Breakfast Week ( March 4-8). If more than 5 entries, hold a contest in your school to select top winners.
4. By March 13, 2018, email your entree(s) to [fueluptoplay60@floridamilk.com](mailto:fueluptoplay60@floridamilk.com). Please make sure the document is sent as an attachment. Please do not send a picture of it, (submit the completed cereal box template). In the email, please include your name, school and county. Submit all your entrees in one email, if space permits.
5. The scoring rubric will include:

|  |  |
| --- | --- |
|  | Possible Points |
| Originality/Creativity | 35 |
| Includes dairy emphasis | 25 |
| Concept is healthy | 15 |
| Incorporates nutrition messaging | 15 |
| Used complete cereal box template (ex. All panels are used) | 10 |
| Total | 100 |

1. If selected as a winner, you will be contacted by March 22, 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