

National School Breakfast Week Contest

NO PURCHASE NECESSARY TO ENTER OR WIN

Eligibility: All Florida schools participating in National 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 5, 2018 through midnight on March 9, 2018.

Grand Prize: Three Florida schools will be chosen as winners. Each school will receive a school cafeteria signage package valued at \$2500 from LoveYourLunchRoom.com. Odds of winning depend on the number of valid entries received. No cash or other substitution may be made, except by Sponsors in the event that 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. Taxes are the sole responsibility of the winners.

How to Enter:

Florida schools can enter the contest by following these steps:

1. Email fueluptoplay60@floridamilk.com prior to March 5, 2017 saying that you plan to participate. In the email, please include your name, school, email address and phone number.
2. During National School Breakfast Week, March 5-9, 2018, participate in at least four of our five theme days (see below).
3. By March 15, 2017, email your best photo with a description for each theme day to fueluptoplay60@floridamilk.com. Please include your name, school and contact information. Submit all your photos in one email, if space permits. Please submit photos as attachments to the email, not cut and pasted in the body of the email.

Theme Days:

1: Invite Families to Breakfast

Invite parents, grandparents, guardian and/or siblings to breakfast

2: Display Student Breakfast Art

Encourage students to create breakfast art. Have student bring in their creation and create a wall mural of breakfast art.

3: Host a Breakfast Photo Booth

Have students make breakfast related and other fun props to use in photo booth. Take pictures and display.

4: Bring in Surprise Guest Servers

Invite principals, coaches, athletes, fire or police to serve breakfast

5: Celebrate Try-Day Friday

Sample or menu a new breakfast food item, have students vote if they liked it. Have students create a catchy menu name.

4. The scoring rubric will include:

	Possible Points
Participated in 4 out of 5 theme days of contest	20
Originality/Creativity	25
Photo Quality	15
Provided a description for each photo	15
Photo clearly represents theme days	25
Total	100

5. If selected as a winner, you will be contacted by March 21, 2018 and asked to select items that total a value of \$2500 from LoveYourLunchRoom.com.

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