



## Dear Principal,

SchoolFood, in partnership with American Dairy Association North East, is conducting a fun city-wide promotional program to highlight the fact that on every Thursday, we are serving foods that come from local NY State Farms. The promotion begins on February 26, and ends on April 27, 2018. Prizes will be awarded in June during Dairy Month.

This promotion uses the latest technology and trends popular with students to build excitement and engagement, **AND even offers NYC schools a chance to win a prize valued at \$5,000.**

### Here's how it works:

- In the cafeteria, posters, banners and other materials will be displayed featuring local NY dairy farmers who supply the milk for NYC schools. Students can use their smartphone to view 30-second videos when they visit **www.MilkVids.com**. Try it out for yourself! If your school reaches 100 "Views," your school is eligible for the random prize drawing.

### Be a Winner:

- Announce the promotion on the public-address system
- Encourage teachers to view the videos as a classroom learning activity
- Post the URL on your school's website
- Become eligible to win
- There will be three winning NYC schools by category:
  - **One high school** will win a \$5,000 Cafeteria Makeover to help you feature local dairy, fruits and vegetables.
  - **One middle school** will win a \$5,000 New York Farm Tour for an up-close look at where your school's food comes from.
  - **One elementary school** will win a \$5,000 "Build-A-Garden" Kit for growing your school's own vegetables and fruits.

There is **NO PURCHASE NECESSARY** and **NO PERSONALLY IDENTIFIABLE INFORMATION** will be collected from any student.

The locally sourced milk, dairy products and other foods served in your cafeterias, especially on "New York Thursdays," truly do **come from a good place**. We've developed this program to help your students learn about it. We hope the results will include boosted meal participation, more students eating healthy school meals served right in their cafeteria for an overall healthier student body, and maybe... a great prize for your school!

**Thank you** for your valuable efforts to promote good nutrition for children of all ages.



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