



Dairy MAX 2019 Bulletin Board Contest FAQ

Q: What is the Dairy MAX Bulletin Board Contest?

A: A Dairy MAX contest for K-12th grade schools within Dairy MAX Territory – Texas, New Mexico, western Oklahoma and southeast Kansas that are enrolled in Fuel Up To Play 60, have completed all six (6) FUTP60 Steps using dairy as the feature for the Healthy Eating Play (step 4), and created a FUTP60 themed bulletin board using the pop-out words from the Bulletin Board Kit.

Q: Where do I get the Bulletin Board Kit and pop-out words?

A: Bulletin Board Kits are available for digital download at <http://www.dairymax.org/school/printables> or by mail at <http://www.dairymax.org/request-free-educational-materials-and-resources>.

Q: How can I earn bonus points?

A: Ten bonus points will be available to schools who post a dairy related message on their school marquee. A picture of the dairy message on your marquee will need to be included with your submission.

Q: Will additional designs or items outside the bulletin board parameters be considered in the judging process?

A: Any design/items not within the bulletin board parameters will not be included in the judging process.

Q: What is a dairy featured healthy eating play?

A: A dairy featured healthy eating play is one that promotes dairy consumption among students. The nutritional benefits of dairy can be highlighted and dairy should be the main food group that is being encouraged. Schools can implement additional healthy eating plays during the year that focus on the other food groups but for this contest the healthy eating play submitted must have dairy featured to be eligible to win.

Q: How long will the contest run?

A: This contest will run Jan. 14, 2019 through Feb. 1, 2019. There will be a judging period between Feb 4-14, 2019 and the winning Fuel Up to Play 60 Program Advisor will be notified by February 15, 2019 via email.

Q: When can I enter?

A: Program Advisors can submit their bulletin board contest entry during the contest dates which are Jan. 14, 2019 through Feb. 1, 2019.

Q: How do I enter?

A: **To enter:** Enroll in FUTP60 on the fueluptoplay60.com website. Complete the FUTP60 six (6) steps using dairy as the feature for Healthy Eating Play (step 4) and complete the entry form at www.DairyMAX.org/school/contest Each entry form will require a picture of the bulletin board design which must include the pop-out words from the Bulletin Board kit and completion of a questionnaire regarding the healthy eating play (step 4) implemented. BONUS POINTS are available with a dairy message posted on the school marquee, and a picture of the marquee must be included with your submission. All entries must be received by Feb. 1, 2019 11:59PM CST (10:59PM MST).

Q: What is the Dairy MAX Bulletin Board Contest Prize?

A: Grand Prize: Option to choose one of the following: Drum Fit Kit (a \$2200 value) 3-year curriculum license and set of 15 Drum KITS that include balls, sticks, stands, pump, storage bags and plug puller or a \$2200 Palos Sports gift card. First Place will receive a \$1000 Palos Sports gift card, Second Place will receive a \$500 Palos Sports gift card and Third Place will receive a \$250 Palos Sports gift card.

Q: When will the winner for the Bulletin Board Contest Prize be announced?

A: The winning schools will be notified by Friday, February 15, 2019 via email from Dairy MAX representative.

Q: Who can I contact if I have any questions about this contest?

A: You can reach out to your Dairy MAX Territory School Wellness consultant to discuss this contest and any questions you may have. You can locate your consultant by entering your zip code on this webpage: <http://www.dairymax.org/school/expertise>