



Dairy MAX 2020 Bulletin Board Contest FAQ

Q: What is the Dairy MAX Bulletin Board Contest?

A: A Dairy MAX contest for K-12th grade schools within the 8 state Dairy MAX Territory – Texas, New Mexico, western Oklahoma, southeast Kansas, Colorado, Wyoming, Montana and Louisiana that are enrolled in Fuel Up To Play 60, have completed all three (3) FUTP 60 Touchdown Steps using dairy as the feature for the Eat Healthy play (step 2), and created a FUTP 60 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 <https://www.dairymax.org/sites/default/files/BulletinBoard-Pieces.pdf>.

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 and/or items not attached by nails, glue or tape within the bulletin board parameters will not be included in the judging process

Q: What is a dairy featured Eat Healthy play?

A: A dairy featured Eat Healthy 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. 15, 2020 through Feb. 14, 2020. There will be a judging period between Feb 17-28, 2020 and the winning Fuel Up to Play 60 Program Advisor will be notified March 2, 2020 via email.

Q: When can I enter?

A: Program Advisors can submit their bulletin board contest entry during the contest dates which are Jan. 15, 2020 through Feb. 14, 2020.

Q: How do I enter?

A: **To enter:** Enroll in FUTP60 on the fueluptoplay60.com website. Complete the three (3) FUTP 60 Touchdown Steps, feature dairy in your Eat Healthy Play (step 2) and complete the entry form available at <https://www.dairymax.org/school/contests>. 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 Eat Healthy Play (step 2) 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. 14, 2020 11:59PM CST (10:59PM MST).

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

A: Grand Prize: 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. 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 Monday, March 2, 2020 via email from a 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 on this webpage:

<http://www.dairymax.org/school/expertise>