



2018 NC SUMMER NUTRITION PROMOTION/MARKETING CONTEST

Did you know nearly 1 million North Carolina children and teens could go hungry while school is out this summer?

During the school year, many students rely on the nutritious meals served through the School Breakfast Program, School Lunch Program, and Afterschool Meals Program. Hunger does not take a summer break. The North Carolina Summer Nutrition Program serves meals at no cost to children and teens, ages 18 and younger, at almost 3,000 locations around the State. Good nutrition helps fuel bodies so students can return to school healthy, happy and ready to learn.

Last summer, the North Carolina Summer Nutrition Programs served over 5.2 million meals to children and teens across the State. But only 12 out of every 100 public school students eligible for the program received these meals.

OUR CHALLENGE: Currently, the NC Summer Nutrition Programs serve children primarily in elementary school or younger. We want more middle and high school students to take advantage of this awesome program! Raising awareness is key!

Will you help continue to raise awareness of these vital programs? You can help ensure more children and teens receive nutritious meals when school is out. As a result of the 2017 Student Artwork Contest, the NC Summer Nutrition Programs now have a new logo; the logo is shown in upper left corner. The contest also produced a character that will serve as the NC Summer Nutrition Programs MASCOT, who is named "Ray." Ray is shown in the upper right corner of this page. ***Our goal is for Ray to come alive in 2018 through song, dance and other activities!*** Ray is a life-size mascot who will be making appearances for children and teens around the State. But we need exciting ways to promote Ray – and s/he needs to have fun activities for children and teens wherever s/he goes which is where we need your help, your creativity and your innovation!

Here's where we need YOU:

Students, your help is needed to design promotional content such as music, a theme song, jingle, rap, dance, skit, PSAs or other animated creations, ideally that include physical activities, to get the word out across the State to children and teens about the NC Summer Nutrition Programs! Your creation should reflect Ray's size as a mascot and should help get children and teens excited about how kids meet up and eat up, enjoy physical activity, and have FUN through NC Summer Nutrition Programs.

Types of Promotional Materials:

- Skit (for Ray to perform with students) - Please send a video of the skit being performed and the script for the skit.
- Dance (for Ray to perform with students) - Please send a video of the dance being performed and an explanation of the choreography.
- Social Media
 - Messages - Please send the wording for the messages and an explanation of any suggested accompanying graphics.
 - Animation - Please send an electronic file of the animation.
- Public Service Announcement (PSA)
 - TV - Please send a video file of the PSA.
 - Radio - Please send the script for the Radio PSA. You may also submit a recording.
- Song (Jingle, Rap, etc.) - Please send the music and lyrics (must be original). You may also submit a recording.

Resources – A few items online that may be helpful to you are available at NoKidHungryNC.org/Summer:

- Ray still image/PNG
- Ray animated image/GIF
- Logo for NC Summer Nutrition Programs
- Image of how to find NC Summer Meals for Kids

Contest Requirements:

- The contest is open to students in grades 6 through 12.
- Student promotional content must be original and created completely by the student.
- Only one entry of promotional content per student/student group is allowed.
- All semi-finalist entries will become the property of the North Carolina Department of Public Instruction (NCDPI) and will not be returned. NCDPI reserves the right to publish and share the entries without compensation to the artist.

FORMAT OF ENTRY:

1. Limit the length of your animated entry to ONE MINUTE.
2. Creativity, movement and lots of color are encouraged!
3. Words or lyrics or used in any way, must reflect the use proper grammar and child-appropriate wording.
4. You may include a video or photos of people you know (if you have obtained their permission to use their image).
Winners selected will be asked to submit documentation indicating permission was given for each person appearing in photos or videos or other media.

Please do **NOT** submit an entry that consists of:

- Celebrities' images or commercial brands or slogans.
- Paperwork, unless it is the lyrics of a song or written instructions for activities, etc.
- Inappropriate, vulgar or slang language or actions or innuendos.

Contest Deadline: All creative entries must be submitted and electronic files uploaded
by **5 pm, Friday, April 6, 2018.**

HOW TO SUBMIT:

- 1) Since the files you create are likely too large to send by email, please upload the digital file of your creation using a file sharing service such as WeTransfer.com (the online service allows free uploads of files up to 2 GB). Then notify us of the upload by sending a message to: SummerNutritionArtwork@gmail.com
- 2) Also, please email your completed Entry Form (see form below). **Email these items by 5 pm (ET), Friday, April 6, 2018 to:** SummerNutritionArtwork@gmail.com

Selection of Winners:

Semi-finalists will be chosen, and the final WINNING ENTRY will be selected from the semi-finalists per type of promotional/marketing item submitted. Selections and final winners will be chosen by an official review committee. All semi-finalists will be notified by **Friday, May 4, 2018**. Additional instructions will be provided at that time.

Recognition:

Semi-finalists will be announced, and the winner, first and second runner-ups, by type of promotional/marketing submission, will be recognized at the School Nutrition Association of North Carolina Annual Conference or Kick Off event in June, 2018 and/or North Carolina School Nutrition Administrators Conference in October, 2018. A statewide Media Release will announce the winner, first and second runner-ups. Cash award cards will also be provided to the top 3 winning entries by type of promotional/marketing item submitted.

QUESTIONS: Contact Cynthia Ervin, NC Department of Public Instruction, 919.807.3505, cynthia.ervin@dpi.nc.gov

ENTRY FORM: (Please type or PRINT CLEARLY). This form must accompany your entry.

Student's Name: _____

Current Grade: _____

Student Email: _____ or other contact information:

Your School's Name: _____ School Phone: () _____

School Mailing Address: _____

City: _____ Zip: _____

County where you live: _____

If you worked with a teacher to learn about or enter the contest:

Teacher's Full Name: _____

Teacher's Email: _____ or other contact information:

By submitting your entry, you agree to the contest conditions. Remember to maintain your original promotional material, as we will request the original promotional material for the selected semi-finalists and winners. The original promotional material then becomes the property of the NC Department of Public Instruction.



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