

Date: September 12, 2016
To: Wisconsin Public and Private School Principals
From: Julie Cox, RDN, CD – Assistant Director, School Nutrition Team
Subject: Announcing: Wisconsin School Meals Rock Student Video Contest

Wisconsin Team Nutrition and the School Nutrition Association of Wisconsin are pleased to announce the Wisconsin School Meals Rock Student Video Contest. Teams of students are invited to submit an original video telling us why their school meals rock. The goal of the contest is to connect students with the school meals program and promote the positive practices of your school's food and nutrition services.

Entry materials are available at <http://dpi.wi.gov/wisconsin-school-meals-rock/students>. Video entries and the entry form must be submitted by **Monday, October 31, 2016**. Entries submitted after that date may not be considered for the competition. Submit entries to DPIFNSTeamNutrition@dpi.wi.gov.

Five video finalists will be featured on the Wisconsin Department of Public Instruction webpages, social media, and newsletters. Each finalist's school will receive a Wisconsin School Meals Rock banner to display in their cafeteria. Additionally, the winning student team will be awarded \$500 and the runner-up team will receive \$250 from the School Nutrition Association of Wisconsin.

Please share the enclosed flyer with students and staff who may be interested in participating in this opportunity. Questions can be directed to Alicia Dill at 608-266-2741 or alicia.dill@dpi.wi.gov or Kelly Williams at 608-267-9120 or kelly.williams@dpi.wi.gov.

To learn more about the Wisconsin School Meals Rock campaign, visit <http://dpi.wi.gov/wisconsin-school-meals-rock/about> and click on the "Video Message from State Superintendent Evers".