

# PURITY'S TITANS OF TASTE MILK CONTEST



## EARN EXTRA CREDIT FOR YOUR SCHOOL!

Create an in-school, student-designed awareness campaign for the contest and the health benefits of drinking milk at school and automatically earn 10% EXTRA CREDIT towards your school's total in the Purity Titans of Taste Milk Contest.

Not only will your campaign earn extra credit in the milk contest, it will also have a chance to win a \$1,250 prize for your school and four (4) tickets to the 12/13/09 Titans home game vs. the St. Louis Rams if it is judged to be the best! And if that's not enough, an effective campaign will make students aware of the Purity Titans of Taste Milk contest and help increase student milk consumption at school.

### Campaign Tips

Creating a campaign is a fun and creative way for students to work together as a team.

- Encourage students to brainstorm ideas—the more the better!
- Focus campaign messages on drinking more milk at school, the health and nutritional benefits of drinking milk, the great taste of milk (regular or flavored), and on winning the Grand Prize for a school visit from a Titans player.



SPONSORS



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- Utilize sponsor logos: Purity, Fuel Up To Play 60, and Titans.
- Create posters, banners, buttons, t-shirts, etc.
- Think of unexpected ways to get the message across: skits, a jingle, morning announcements, in-school videos, etc.
- Encourage students to measure their campaign's effectiveness by monitoring the contest scoreboard at [PurityLovers.com/contest](http://PurityLovers.com/contest).
- Challenge students to calculate their campaign's "reach and frequency" – the number of people that see it and how many times they see it.

## Send Us Your Campaign

To earn 10% EXTRA CREDIT toward your school's score, follow these steps:

- Write a description of your students' campaign in 250 words or less. Describe the process they used in creating the campaign, how the campaign raised awareness for drinking more milk at school and the health and nutritional value of milk, how the campaign was incorporated into daily school activities, and how the campaign's effectiveness was measured.
- Take photographs of campaign materials in use at school.
- Email your written description and campaign photos to [Ramona\\_Finn@deanfoods.com](mailto:Ramona_Finn@deanfoods.com) by November 18, 2009.\*
- Acceptable photo formats: jpg, tiff, gif, or pdf.
- Maximum number of photos: 10 photos or a total of 4 MB of attachments

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\* To submit campaigns via mail or courier delivery, please contact Ramona Finn at Purity Dairies at [Ramona\\_Finn@deanfoods.com](mailto:Ramona_Finn@deanfoods.com) or by calling 615-244-1900.

## Judging & Prizes

Contest officials will judge all campaigns based on:

- Creativity
- Effectiveness at conveying health/nutritional benefits of drinking milk at school
- Use of sponsor logos (Fuel Up To Play 60, Purity, and Titans)
- Overall scope/variety of campaign materials

Judges will determine one winner each for elementary, middle, and high school. Winning schools will receive a \$1,250 cash prize and four (4) tickets to the 12/13/09 Titans home game vs. the St. Louis Rams.

All schools that submit a campaign will automatically be awarded 10% EXTRA CREDIT towards its per student per day milk consumption total.