



2011 National Farm to School Month Poster Contest

[National Farm to School Network](#) is delighted to announce a poster contest commemorating the inaugural National Farm to School Month. The contest is generously supported by our partner, Annie's [Root 4 Kids](#) – a campaign dedicated to educating and inspiring families to eat more real food!

October is National Farm to School Month. Help spread the word and earn \$1,000 for your Farm to School project by creating an inspiring, original poster that expresses the theme “Celebrate Farm to School!”

Rules for the Poster Contest

Eligibility: The contest is open to students in pre-k through 12th grade. Entries can be submitted in one of three categories - pre-k – 5th grade; grades 6 – 8; and grades 9 – 12, with one winner selected from each group. Entries may be submitted individually by a student or guardian or as a group by teachers or other school staff.

Poster Theme/Size Requirements: The poster entry should depict the theme “Celebrate Farm to School!” Entries must be 8.5 x 11 inches. Only one entry per student. Posters designs must be original artwork created by the student. Copyrighted images or clipart should not be used. Posters may be created with a variety of media including watercolors, markers, crayons, chalk, photography and computer graphics.

Submission Instruction: Entries can be submitted digitally or by snail mail. See details below.
Optional – Root 4 Kids! As part of Root 4 Kids’ goal to highlight individuals who are influential in helping kids learn about and eat more real food, we want to celebrate your efforts! Let us know how many kids you’re impacting and we’ll add you to the growing number of people rooting for kids nationwide. Include the number in your submission, either in the body of your email or as a separate note included with your mailed entry.

Digital: For digital submissions, email entries to posters@farmtoschoolmonth.org. Please submit a low-resolution .jpeg or .pdf of your entry so that it can be emailed easily, but **save the original file or piece of art** so that it can be re-submitted for production if it is a winner. If you cannot present the original when requested, you could be disqualified.

The name of the file and email subject line should be, “Name_grade level.” For example: “JaneSmith_7.” However, if you are sending several entries in the same email and there is not enough room to include each file name in the subject line, list your school’s name instead.

Include the following information in the body of your email: each student’s name, grade, the name of his or her school, the city and state, and a contact phone number (including area code), and the number of kids you are rooting for (see above). Example:

Jane Smith
5th grade, Deerfield Elementary
Springfield, Illinois XXXXX
Contact Telephone: 555-555-5555

Rooting for 17 kids! (optional – list only once, not with each child’s information)

Snail mail: Mail entries to:
National Farm to School Month Poster Contest
P.M.B # 104
8770 West Bryn Mawr Ave, Suite 1300
Chicago, IL 60631-3515

Write the following information on the back of each entry in ink: student’s name, grade, the name of his or her school, the city and state, and a contact phone number (including area code). See example above. List the number of kids you are rooting for on a separate piece of paper (see above).

Usage/Rights: All posters submitted for the 2011 Farm to School Month Poster Contest will become the property of the National Farm to School Network (NFSN) and can be used for promotional purposes by NFSN or our select partners.

Timing: Deadline is October 31st, 2011. (See below for early submission bonus prize information!) All entries must be emailed or postmarked no later than Monday, October 31st, 2011. Winners will be announced by mid-December 2011. Submitting an entry implies you have read and understood these rules and agree to the terms.

Judging Process: One winner will be selected from each age group: pre-k – 5th grade; grades 6 – 8; and grades 9 – 12. Judges will include Farm to School leaders, educators and artists. The posters will be judged on the following criteria:

- Expression of the theme - *Celebrate Farm to School!*
- Creativity and originality
- Visual clarity and appeal – *Is the poster easy to read and understand?*
- Broad audience appeal and educational value

Prizes: One winner chosen from each age group will receive:

- A \$1,000 cash prize awarded to the winner’s classroom or school for use toward a Farm to School activity or project.
- An Annie’s Root 4 Kids prize pack valued at \$150.
- The winning posters will be used for next year’s National Farm To School Month celebrations in October 2012 and distributed nationwide as promotional materials. The winner will be announced and recognized on the websites of the National Farm to School Month, Annie’s Root 4 Kids, and the National Farm to School Network.
- **Early submission bonus! The first 25 classrooms to submit multiple poster entries including the number of kids you’re rooting for will receive a gift package from Annie’s Root 4 Kids. Winners chosen by email or postmark date.**

Questions about this contest should be addressed to posters@farmtoschoolmonth.org.

Good luck! We look forward to seeing your posters!