



WATCH THE NY THURSDAYS VIDEO WIN PRIZES FOR YOUR SCHOOL!

Dear Educator,

Thanks to your efforts, students are learning and caring more about environmentally and nutritionally sustainable foods – including locally sourced dairy and other farm-fresh items. They also crave activity and excitement, and we want to help you deliver both while also enriching student well-being and readiness to learn. This **New York Thursdays** promotion supports your ongoing efforts by encouraging students to eat healthy, local school meals on Thursdays and every day. This fun and effective promotion helps NYC students learn how so much of their food is locally sourced from New York State farms and dairies.

I am pleased to announce, on behalf of the American Dairy Association North East, your school can leverage this learning – and help make your school eligible to win a prize pack valued at up to \$5,000 – by having your students participate in NY Thursdays.

How it Works:

- Have students visit MilkVids.com to watch brief videos featuring New York dairy farmers.
- They'll follow easy steps to select their school and enter to win.
- As a teacher, you can also show the video to an entire class at once, then go to the “Teacher Entry Portal” on the website and enter multiple “Views” all at once.

Prizes:

- If your school reaches a minimum of **50** views, you'll be eligible to win everything in this great prize pack:
 - **Virtual or In-Person New York Farm Tour** where students will chat with a farmer, visit the cows and explore how modern dairy farms care for land and animals – to produce delicious milk.
 - **Student Swag Bags** with fun NY Thursdays branded merchandise
 - **Foodservice Equipment** including a Grab-and-Go Serving Rack

The **New York Thursdays Promotion**, sponsored by American Dairy Association North East, starts October 3rd and ends November 14th, 2024. No personally identifiable information will be collected from any student, and there is no purchase necessary. See the official rules for details.

In addition, to help you make **New York Thursdays** part of your health and wellness curriculum, American Dairy Association North East is providing an array of free downloadable resources at MilkVids.com. There are plenty of resources to help you and your school's food service manager make sure all students take part in this exciting educational opportunity.

Your support in bringing New York City's students healthy, local foods and educating our next generation about agriculture is greatly appreciated. Thank you for your participation!

Sincerely,

Commissioner,
NYS Department of Agriculture and Markets



AMERICAN DAIRY
ASSOCIATION
NORTH
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Public
Schools

O.F.N.S.

NEW YORK
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