



WATCH THE NY THURSDAYS VIDEO WIN PRIZES FOR YOUR SCHOOL!

Dear Principal,

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. The promotion begins on October 5th and ends on November 16th, 2023. Prizes will be awarded in December.

This promotion offers New York City schools like yours a chance to win a Prize Pack valued at up to \$5,000.

Promotional materials will be made available featuring local dairy farmers who supply the milk for NY schools. Students can view a brief video at [MilkVids.com](https://milkvids.com). Once your students generate a minimum of **50 Video Views**, your school will be automatically entered in the random drawing.

Help your school be a winner:

- Mention the promotion in all communications with parents and students
- Encourage teachers to view the video and use the new “Teacher Entry Portal” on the website to enter multiple “Views” at one time
- Add a NY Thursdays downloadable online banner to your school’s website - find them under the “Resources” tab at [MilkVids.com](https://milkvids.com)

Prize Pack (includes ALL of these great prizes):

- **New York Farm Tour** (either virtual or in-person subject to sweepstakes developer discretion) for an up-close look at where your school's food comes from
- **Student Swag Bags**
- **Foodservice Equipment** including a Grab-and-Go Serving Cart

There is **NO PURCHASE NECESSARY** and **NO PERSONALLY IDENTIFIABLE INFORMATION** will be collected from any student. The locally sourced milk, dairy products and other foods served to your students, on **New York Thursdays** and every day, truly do come from a good place. We’ve developed this program to help your students learn about it. We hope the results will include boosted meal participation, more students eating healthy school meals for an overall healthier student body, and maybe... a great prize pack for your school!

Thank you for your valuable efforts to promote good nutrition for children of all ages.

Sincerely,

Commissioner,
NYS Department of Agriculture and Markets



AMERICAN DAIRY ASSOCIATION
NORTH EAST

