

# Ontario F2S Salad Bar Promotion Contest

## Classroom Graphic Design Studio Package



Farm to Cafeteria Canada is looking to help schools promote their Farm to School salad bars to students. This contest is being run as a trial and is open to Ontario elementary and secondary school students from Kindergarten to Grade 12. We want to see advertising posters and social media blasts that are created by students, for students, with the purpose of encouraging students to participate in their school's salad bar program. Submitted entries will be made available for schools across the country to use to advertise their salad bars in Fall 2018. See details below.

**Date:** Contest closes **May 15th**

Entries will be judged by students; winners will be notified in mid-June

### Prizes:

**First Place - \$75**

**Second Place - \$50**

**Third Place - \$25**



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## Submission Guidelines

Elementary and secondary school entries will be judged separately from one another. First, second, and third place prizes will be awarded within each of these categories.

### Grade 9-12 Secondary School Student Entries:

- 1-page colour flyer (8.5"x11") @300 DPI with a 1/8th" bleed margin
- 1 social media post (must include a text-based message of 140 characters or less, a relevant hashtag and graphic image)
- The flyer must be RGB in JPG format

### K-8 Elementary School Student / Classroom Entries:

- 1-page colour flyer (8.5"x11") @300 DPI w/ a 1/8th" bleed margin
- The flyer must be RGB in JPG format

**\*Note: if stock images are used, they must adhere to copyright laws and you must provide information noting image source.**

**Submissions can only be accepted in English at this time.**

**All submissions can be made to: [cwebb@sustainontario.ca](mailto:cwebb@sustainontario.ca)**

- Please use “Ontario F2S Salad Bar Promotion Contest” as the email subject
- Please include student name (for individual student entries) or teacher name (for K-8 classroom submissions), school name, and location of the school in Ontario (e.g. name of the city or region) in the body of the submission email
- Please include the following statement in your submission email : “Farm to Cafeteria Canada has my/our permission to publicly share and distribute the flyer/s and social media post/s that are included in my/our contest submission. Farm to Cafeteria Canada can also publicly identify the student / teacher who made the submission and their school. If this submission is selected as a contest winner, Farm to Cafeteria Canada can publicly announce the name of the student / teacher and their school.”

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## Curriculum Connection Ideas For Teachers:

Secondary:

TGJ 2/3/4 - Communications Technology	A.1, A.2, B.1, B.2, B.3
English (any)	W.1, M.S. 3
EMS 3O - Media Studies	D.1
BMI 3C - Marketing	Marketing Mix. 4
HFN1O/2O - Food and Nutrition	C2, C3
HFL4E - Food and Healthy Living	D3.3, D3.4

Elementary:

Gr 5	Health and Physical Education C3.1 Language - Media Literacy 1.1, 1.2, 1.4, 3.1, 3.4
Gr 6	Health and Physical Education C2.1 Language - Media Literacy 1.1, 1.2, 1.4, 3.1, 3.4
Gr 7	Health and Physical Education C3.1 Language - Media Literacy 1.1, 1.4, 3.4
Gr 8	Health and Physical Education C3.1 Language - Media Literacy 1.1, 1.4, 3.4