

National CACFP Sponsors Association
Sponsors

MyPlate, MyState Healthy Holiday Challenge



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MyPlate, MyState Healthy Holiday Challenge

MyPlate hosted a challenge asking participants to show how they use local foods from their state and region to create balanced meals by taking a picture of their plate and sharing on social media using hashtag #MyPlateMyState. The challenge was issued throughout the month of October. National CACFP Sponsors Association (NCA) would like to expand, support, and continue the challenge. We will have a Facebook competition and the winner will be showcased at the NCA Conference in San Diego, April 18-20, 2017.

Challenge Guidelines:

- 1) Snap a picture of your favorite holiday MyPlate, MyState balanced, nutritious meal using local foods from your region.
- 2) Post your pic on Facebook or Twitter between **November 15, 2016 and December 31, 2016**. The picture **MUST** have a short description of what you have served and how it represents your region. Entries must be submitted with the hashtag **#healthyholidayNCA** and you **MUST tag @NationalCACFP**.
- 3) An NCA committee will judge all entries and choose the picture/description that best represents and describes holiday regional foods used with MyPlate guidelines.
- 4) The winning photo will be posted on Facebook January 8, 2017.
- 5) The winning photo will receive a \$100 Visa giftcard and be featured in our eNews. The winning photo will also have a full-sized poster displayed at the NCA Conference in San Diego April 18-20, 2017.

Prize:

- \$100 Visa giftcard
- Featured in eNews
- Full-size poster at San Diego Conference

Timeline:

November 15, 2016 – Announce Campaign through email, eNews, website and Facebook.

November – December, 2016– reminders sent through Facebook, eNews, and email (please see attached Facebook posts).

January 2, 2017 – Contest ends.

January 3 – 6, 2017 – Committee judging for all photo submissions.

January 7, 2017 – Judging results tallied.

January 8, 2017 – Winner announced and notified through Facebook.



Facebook Posts (png files are attached for better clarity):

November 15, 2016

Win a \$100 Gift Card! @NationalCACFP, a National Strategic Partner of MyPlate, is excited to sponsor the #healthyholidayNCA challenge. #myplatemystate



- 1** Snap a picture of your favorite holiday MyPlate balanced, nutritious meal using local foods from your region.
- 2** Post your pic on FB or Twitter between **November 15, 2016 and December 31, 2016** telling us what you served and how it represents your region. Entries must include the hashtag **#healthyholidayNCA** and you **must tag** our Facebook page or twitter page @NationalCACFP.
- 3** An NCA committee will judge all entries and choose the picture/description that best represents and describes holiday regional foods used with MyPlate guidelines.
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November 22, 2016

Thanksgiving is here! Don't forget to enter the #healthyholidayNCA challenge and show us @NationalCACFP how you are supporting healthy eating throughout this holiday season.



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November 29, 2016

What are you going to do with all those turkey leftovers? Show us @NationalCACFP how you support healthy eating and enter the #healthyholidayNCA challenge! Win \$100 gift card!



December 6, 2016

Win a \$100 Gift Card! @NationalCACFP, a National Strategic Partner of MyPlate, is excited to sponsor the #healthyholidayNCA challenge. #myplatemystate



December 13, 2016

It's not too late! Think about your holiday meal preparations and how you can incorporate #MyPlateMyState healthy eating! Enter your creative ideas into the @NationalCACFP #healthyholidayNCA challenge and win \$100 gift card!



December 20, 2016

Share your regional, healthy holiday dishes with us and enter the @NationalCACFP #healthyholidayNCA challenge. Submit your photos and show how you incorporate #MyPlateMyState healthy eating into your traditional meals! Win \$100 gift card!



December 27, 2016

DEADLINE is this Saturday to win \$100 gift card! Submit your healthy holiday photo!
#healthyholidayNCA @NationalCACFP



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- 3** An NCA committee will judge all entries and choose the picture/description that best represents and describes holiday regional foods used with MyPlate guidelines.
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TWITTER Ideas:

- Win a \$100 Gift Card! @NationalCACFP, a National Strategic Partner of @MyPlate, is excited to sponsor the #healthyholidayNCA challenge!
- Enter #healthyholidayNCA contest and Win \$100! Think about how you can incorporate #myplatemystate healthy eating into holiday meals!
- **DEADLINE** is 12/30! Submit your #myplatemystate healthy holiday meal photos to the #healthyholidayNCA challenge and win a \$100 gift card!