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, eEnews, 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.

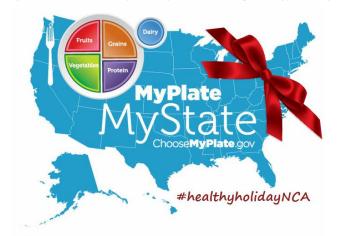
January 8, 2017 – Winner announced and notified through Facebook.



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



Snap a picture of your favorite holiday MyPlate balanced, nutritious meal using local foods from your region.

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.

Winning photo will be posted on Facebook January 8, 2017 and featured in our eNews and at the National CACFP Conference in April. Winner will receive \$100 Visa giftcard!



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.





- 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.
- An NCA committee will judge all entries and choose the picture/description that best represents and describes holiday regional foods used with MyPlate guidelines.
 - Winning photo will be posted on Facebook January 8, 2017 and featured in our eNews and at the National CACFP Conference in April. Winner will receive \$100 Visa giftcard!



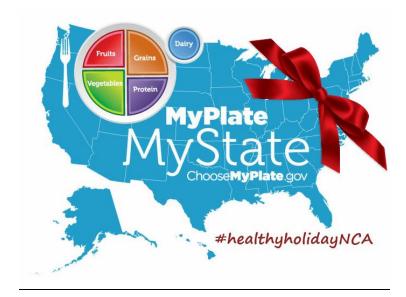
November 29, 2016

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

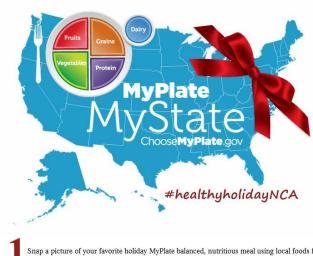
Share your regional, healthy holiday dishes with us and enter the @NationalCACFP #healthyholidayNCA challenge. Submit your photos and show how you incorporate #MyPlateMyState healthy eating into your traditional meals! Win \$100 gift card!





December 27, 2016

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



Snap a picture of your favorite holiday MyPlate balanced, nutritious meal using local foods from

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.

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

Winning photo will be posted on Facebook January 8, 2017 and featured in our eNews and at the National CACFP Conference in April. Winner will receive \$100 Visa giftcard!

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!

