

School Milk Program

2020/2021 Promotion Schedule

World School Milk Day:

Celebrated the last Wednesday in September (**September 30th, 2020**). Plan events and celebrate with other countries around the world. Great way to kick off the focus on Nutrition in your school.

Draw Days Fall Contest #1 (K-12 and Elementary Schools):

Scheduled to take place between **October 5th** and **December 4th, 2020**. The prize package will arrive at your school late September. The contest may be run on a daily, weekly or monthly basis.

Draw Days Spring Contest #2 (K-12 and Elementary Schools):

Scheduled to take place between **March 1st** and **April 30th, 2020**. The prize package will arrive at your school around the **end of February**. The contest may be run on a daily, weekly or monthly basis.

Spirit Week:

All schools will be automatically be given a “Spirit Week” promotional Package to use at their discretion. Their activities may be planned from our list of Spirit Week Ideas or they may create their own, at any time during the school year. The prize package will arrive at your school the end of September.

High School Contest (Grade 9-12 Schools and K-12 Ages 13 and up):

Please note we will be running our scratch and win instant prizing this year starting in February. Fabulous contest running from **February 1st to April 23rd, 2020**.

