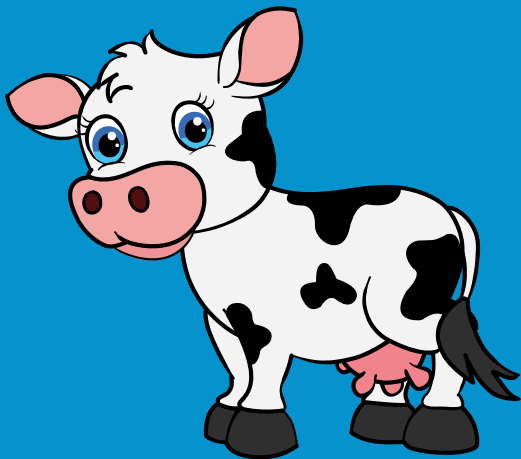




About:

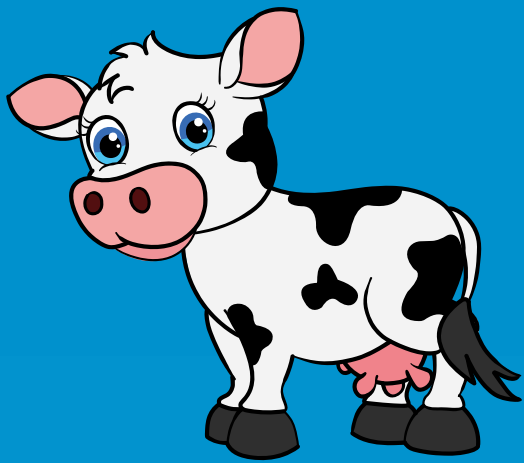
The purpose of the School Milk Program is to create and promote an awareness of milk and good nutrition in your school. Schools that register each year will be provided two (2) boxes of great prizes, promotional items, and nutrition information to be used during the school year.



How it Works:

It's simple! Everyone plays an important role in the Program. Schools make cold milk available to the students; parents help their children purchase milk; students drink milk. SaskMilk sends prizes to the school to be used!





You've received your free SaskMilk Box (AKA Spirit Box) - what do you do now?

These prize boxes (called Spirit Boxes) are designed just for your school to help promote nutrition and wellness, all while drinking milk. Go through the list of ideas below to get started!

Activities and Ideas:

1 - Moo-Off

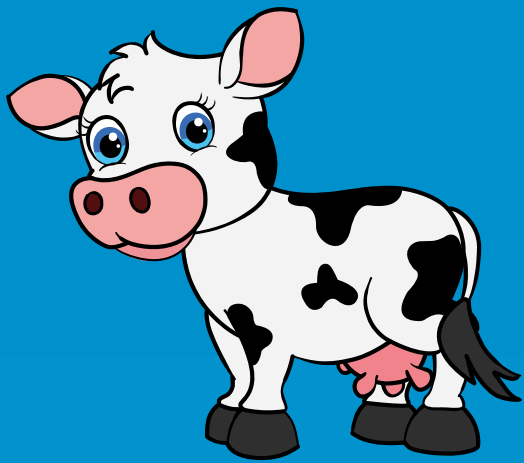
Students entered are given 15 seconds to moo like a cow. The judges can then pick the top 3 mooers and have a moo-off consisting of another 15 second individual moo, and/or a 15 second group moo to see who will be crowned the top mooer.

2 - Find the Missing Moo

Clues are given every morning during the announcements that guide the participants to a missing cow hidden somewhere within your school. The winner is the person who successfully solves the clues and finds the missing cow. Afterwards, you can also run a "Name the Cow" contest.

3 - Bovine Day or Farmin' Friday

Everyone in the school can come dressed as a cow, a farmer, in black and white, or anything related to a dairy farm. The best-dressed students win prizes and take part in a fashion show, or better yet, have a costume parade.



4 - Ice Castle Building

Have students bring blocks of ice frozen in a 2 litre milk carton. At noon, everyone gets together and builds an ice castle. Put food colouring in the water to build the castle in your school colours. Afterwards, you can sell or offer hot chocolate!

5 - Milk Chug-A-Lug

You can have an individual competition or a team competition where it is a race to consume a fixed quantity of milk. You can also run this competition using straws or stir sticks.

6 - Barn Dance

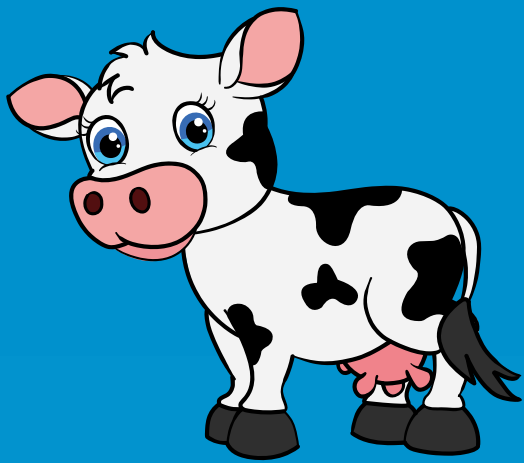
Hold a dance in the gym and have a reduced admission price for those bringing an empty milk carton or proof of purchase of a carton of milk from your school canteen.

7 - The “Moo” Mascot

To add excitement to your spirit weeks, have different students and/or teachers dress up as a cow and act as the school’s mascot every day during your spirit week events.

8 - “What Do You Know About Cows?”

Have students sit in a circle and ask, “What do you know about cows?”. The next person answers, but the answer is in question form (ex: “I think cows are black and white, are they?”). Continue with the other students until you run out of questions. Every question must contain the word “cow”.



9 - Milk Scavenger Hunt

Hide cards (with a milk carton design and scrambled words on it) throughout the school. Students must find all the cards and unscramble the words that spell out an important milk message. Students with the correct responses can be entered into a prize draw.

10 - Milk Book Mark Contest

Have students design a bookmark using the milk or cow theme. Students with the most creative bookmark each win a prize.

Can't decide how to give away the prizes in the box? Try Spirit Bucks instead! Each time a student purchases milk from your school, they receive “spirit bucks” to be used. Place prices on your prize box items and have students “cash in” their spirit bucks to “buy” a prize.

Have more ideas on what to do with the Spirit box prizes? Perfect! Find what works best for your school and go with that.

Make sure to take pictures and send them our way! We LOVE seeing all of the great things schools do to celebrate local dairy producers across the province.



At SaskMilk, we believe that no other drink compares to milk. When it comes to quenching thirst, water is a great choice. With meals, consider including milk to provide your growing student with energy and nutrition to fuel their potential!

For additional information and resources, head over to our website (saskmilk.ca) or scan the QR code below!



Questions?
Contact Bre Eberle at
beberle@saskmilk.ca
306-721-9483

Don't forget to look
for the Blue Cow Logo



Sask**mil**k

