



“Who’s Your School Breakfast Star?” Writing Contest Official Rules

About the Writing Contest

As part of SNA’s National School Breakfast Week 2013, students will have the opportunity write about a special breakfast with the ‘star’ of their choice. The 2013 contest will ask students to answer two questions (in less than 100 words each):

1. *“If you could enjoy school breakfast with anyone in the world, who would it be and why?”*
2. *“What healthy school breakfast food would you want to share with them and why?”*

Three national winners will be featured in *School Nutrition Magazine* and will also receive special prize packs from SNA. Please make sure you read all the contest rules below carefully.

Terms

The “Who’s Your School Breakfast Star?” Writing Contest will be open from January 1, 2013 to March 8, 2013. National entries are due to SNA’s headquarters by March 31, 2013.

How to Enter

Section A: Rounds of Judging

There are two stages of competition: 1) local competition and winners, 2) national competition and winners. There is no entry fee or other consideration to participate in the contest. The starting point for all entries is entry into a “local” writing contest as outlined below. Winners of the local contests in schools or districts can be entered into the national contest as detailed below, and at the sole discretion of the organizing responsible person (as described below) of that local contest. Per the rules, SNA is not responsible for local winners selected that are not entered into the national competition for any reason, or for entries that are for any reason not received by SNA for consideration in the national competition.

ROUND 1: LOCAL COMPETITION

- SNA members and school officials are encouraged to hold local “Who’s Your School Breakfast Star?” Writing Contests in their school or district as a fun way to create excitement among students about school breakfast and the “Be a Star with School Breakfast” campaign.
- SNA members and school officials should arrange for all aspects of the local competition, including judging.
- Judging is encouraged by school grade level to stimulate interest and excitement. SNA suggests selecting winners by grade level.



Specific instructions relating to Round 1 - "Local" contests

Students in grades 1 through 12 in participating schools must give contest submissions to the locally designated school foodservice, school nutrition or school official per the local contest rules in order to be judged at the local level. To have a valid entry, students must do all of the following:

1. Fill out the top portion of the entry form
2. Complete the student contest assignment outlined below in Section B.
3. Students must remember to limit their responses to less than 100 words for each question.

Entries must be original, not plagiarized and not evocative of any existing commercial characters so as not to infringe any copyrights or trademarks.

ROUND 2: NATIONAL COMPETITION AND WINNERS

- SNA members and school officials can enter a maximum of 3 winning entries from each 'local' or 'school' competition, to be entered in the national competition and sent to SNA for judging.
- Entries will be accepted at SNA from January 1, 2013 – March 31, 2013. Entries received after March 31, 2013 will not be eligible. Entries can only be accepted from an SNA member or other participating school official. SNA cannot accept entries directly from students.
- To be considered a valid entry, students must fill out the student contest entry form *and* complete the student contest assignment as outlined below in Section B. SNA members or school officials must fill out the "Who's Your School Breakfast Star?" official entry form.
- A panel of judges will review the entries and select three finalists.
- The judging panel will pick three finalists based on pre-established criteria (Section C). Winners will be chosen and their school official will be notified by April 30, 2013.
- The three national winners will be featured in *School Nutrition Magazine* and receive prize packs from SNA.

Specific Instructions relating to Round 2 "National" Competition

As schools participate in and select winners of their local contests, they may enter those winners in the national competition, subject to meeting the following requirements.

SNA members or school officials must fill out the "Who's Your School Breakfast Star?" official form. A maximum of three (3) winning entries from all entries received at each school can be sent to the School Nutrition Association (SNA) by an SNA member or other designated school official, for national judging. Entries can only be accepted from an SNA member or other participating school official. SNA cannot accept entries directly from students.

No responsibility is assumed by SNA, and entrants waive all claims for lost, late, illegible or misdirected entries or for any problems with postage, U.S. mail delivery or special delivery or technical malfunction of any telephone network or lines,



computer equipment, software, failure of any internet service provider or any combination thereof including without limitation any damage to entrant's or any other person's design resulting from participation in this promotion.

All entries for the national contest must be received at the School Nutrition Association (SNA) by March 31, 2013. SNA members and school officials can send local winning entries to SNA at the following address:

School Nutrition Association
NSBW Writing Contest
120 Waterfront Street, Suite 300
National Harbor, MD 20745

Please include the student contest entry forms and their submissions.

Section B: Student Contest Assignment

Students have the opportunity to answer the following questions in a creative way:

1. *"If you could enjoy school breakfast with anyone in the world, who would it be and why?"*
2. *"What healthy school breakfast food would you want to share with them and why?"*

Students should complete in full the "Who's Your School Breakfast Star?" Writing Contest by remembering that their written submissions are limited to less than 100 words for each question.

Please note: The School Nutrition Association and our partners respect your student's privacy! We will not share any personal contact information with anyone outside the staff of the School Nutrition Association "Who's Your School Breakfast Star?" Writing Contest. This information is for our contact purposes only, to help school officials notify the winners.

Rules

- The submissions must be their own, unique invention. Entries must be original, not plagiarized and not evocative of any existing commercial material so as not to infringe any copyrights or trademarks.
- The submissions must be neatly, legibly written or typed and pasted onto the student entry form.
- 1st grade students can dictate their answers to an adult and have it written for them.
- For the entry to be valid, the student must complete the contest entry form in full and adhere to the 100-word limit for each answer.

All contest entries shall be considered the copyrighted property of the School Nutrition Association (SNA) and will not be returned. Successful entries are subject to modification by SNA including spelling, grammar, nutritional accuracy and



overall content. Usage may include and is not limited to usage on the schoolnutrition.org website and social media sites, magazines, television, and merchandise.

Section C: Methods and Criteria for Judging

Judging Criteria

The method and criteria for judging at the National level will be based on the following criteria:

- Creativity and reasoning why they choose their school breakfast star
- How healthy their chosen school breakfast is
- Compliance with the maximum word count
- Accuracy of grammar and spelling

Judging Panel

The judging panel may include:

- School Nutrition Directors
- A Marketing expert at SNA
- An editorial staff member at *School Nutrition Magazine*

Eligibility

This contest is open to students in grades 1 through 12 attending a school in the United States and who are residents of the United States. Entries can only be submitted to SNA via an SNA member or other participating school official. SNA members and school officials must be professionals or employees employed by a school district or school nutrition operation in the United States and must be over the age of 18. SNA cannot accept entries directly from students.

This contest is not available in any state or local jurisdiction where prohibited or restricted by law. This contest is not open to children of current SNA board members, employees of SNA or immediate family members. By entering, participants without limitation, release and hold harmless SNA and its affiliates, licensees, franchisees, subsidiaries, advertising and promotion agencies from any and all liability for any injuries, loss or damage of any kind in connection with this contest or acceptance and use of a prize won. This contest is VOID where prohibited. There is no purchase necessary to enter the contest. All winners will be notified through their participating school official as defined above.

Prizes

If SNA is unable to contact potential winner(s) through their school official(s) or if any potential winner fails to respond to the notification within 14 days of issuance of notification or if any winner fails to comply with any of the requirements, an alternate winner shall be selected. If, in SNA's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the contest, or if technical difficulties compromise the



integrity of the promotion, SNA reserves the right to terminate the contest. Should the contest be terminated prior to the stated expiration date, notice will be posted on www.schoolnutrition.org/star.

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