



Milk: Fuel for Learning
2024 World School Milk Day Poster Contest

Celebrate the benefits of school milk and its contributions to health and learning by participating in Dairy Council of California's **2024 World School Milk Day Poster Contest!** Students and nutrition champions (educators, school foodservice professionals, community organizations, etc.) are invited to highlight the importance of healthy, dairy-inclusive school meals and get creative in the process.

Contest Highlights

The winning design will become the **official artwork for Dairy Council of California's 2024 World School Milk Day campaign.** The winner will have the chance to work with a professional designer to refine their artwork and receive printed copies to display in their community. Additionally, the design will be showcased on Dairy Council of California's website and social media channels. Other notable designs may also be featured online.

How to Enter

Using the theme **Milk: Fuel for Learning**, develop a poster to celebrate World School Milk Day in your community. Incorporate unique images, messaging and school/organization branding that resonates with your community. Only original artwork will be considered. Refer to our [World School Milk Day Toolkit](#) for inspiration and to learn more about the significance of this worldwide celebration.

Poster designs can be physical or digital artwork and **must include:**

1. The words "2024 World School Milk Day"
2. Your district, school or organization name or logo.

Submission Directions

1. Posters must be submitted or postmarked by **August 30, 2024, 5 p.m. PDT.**
2. Online or printed Contest Entry Form must be completed with your submission.

Digital Artwork:

- Digital submissions are accepted in PNG or PDF formats.
- Upload and submit via [online Contest Entry Form](#).



Physical Artwork:

- Posters should be no larger than 9" x 12".
- Include [printed Contest Entry Form](#) with submission.
- Mail artwork to:
Dairy Council of California
1418 N. Market Blvd., Suite 500
Sacramento, CA 95834



The winner will be notified by **September 6, 2024**.

Contest Rules

- The contest is open to students of all grade levels, educators, school foodservice professionals, community partners and anyone passionate about health and nutrition.
- Entrants must be affiliated with a California-based school district or organization.
- Entries may be submitted individually or as a group.
- One entry is allowed per person or team. Districts, schools and organizations can submit more than one entry if from different artists.
- Only original artwork will be considered.
- Designs generated by artificial intelligence will not be accepted.
- Poster designs **must promote dairy milk** (flavored and lactose-free dairy milk are also acceptable). Artwork promoting plant-based alternatives (nut, rice or oat beverages, for example) will not be considered.
- Do not frame any physical artwork submissions.
- Entries will become the property of Dairy Council of California, and physical artwork may not be returned.

Judging Criteria

A panel of diverse judges will choose the poster contest winner based on the following:

- Clear expression of the theme
- Creative art and messaging
- Positive promotion of milk and dairy foods
- Adherence to contest rules

Questions?

Contact Renée Farias, Project Manager, Dairy Council of California, at rfarias@dairycouncilofca.org.