

School Breakfast 'Fuel your Imagination' Creative Writing Contest - Official Rules

About the 'Fuel your Imagination' Creative Writing Contest

SNA is proud to announce the Fuel Your Imagination **Creative Writing Contest**, challenging students nationwide to write a short original creative story (max 250 words) on how eating a healthy breakfast can help kids perform, succeed or achieve their dreams.

The three stories judged to be the best by a panel of judges will be professionally illustrated and displayed for the whole world to see on the official 'Fuel Your Imagination' web site at www.schoolbreakfast.org.

Please make sure you read all the contest rules below carefully.

Terms

The 'Fuel your Imagination' Creative Writing Contest will be open from November 1, 2007 to December 31, 2007.

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" 'Fuel your Imagination' Creative 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 'Fuel your Imagination' Creative Writing Contest in their school or district as a fun way to create excitement among students about school breakfast and the 'Fuel your Imagination' 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 entries and designs 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 appropriate 'Fuel your Imagination' Creative Writing Contest student entry form
2. Title the story and,
3. Complete the student contest writing assignment outlined below in Section B.

Students (from grades 1-12) should write an original (not plagiarized) story about how school breakfast helps them fuel their imagination. Stories can be submitted in either typed or handwritten format, but an entry form must be completed. (Important: see Section B to read the complete contest assignment.)

There are age based creative writing tips available for students at www.schoolbreakfast.org. The tools available are:

- Early Elementary Tools – 2 ‘Mad Lib’ stories
- Upper Elementary/ Middle School Tools – Suggested words
- Upper Middle School/ High School Tools – Key components of good stories

The ‘Mad Libs’ or suggested words do not have to be used, a creative story can be entered from any grade level as long as the theme ties into how eating a healthy school breakfast can help kids perform, succeed or achieve their dreams.

Entries must be original, not plagiarized and not evocative of any existing stories, movies or television shows so as not to infringe any copyrights or trademarks.

The organizers of local ‘Fuel your Imagination’ Creative Writing Contest contests will be responsible for selecting winners from the entries received, and may elect to enter those winners into the national competition.

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 between November 1, 2007 and December 31, 2007. Entries received after December 31, 2007 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 appropriate student contest entry form, title the story and complete the student contest writing assignment as outlined below in Section B. SNA members and school officials must fill out the [‘Fuel your Imagination’ Creative Writing Contest National Entry Form](#).
- A panel of judges will review the entries and select a group of finalists.
- The judging panel will pick 3 overall winning stories from the finalists based on pre-established criteria (Section C). Winners will be chosen and their school official will be notified by January 31, 2008.
- These 3 winning designs will be professionally illustrated and displayed at www.schoolbreakfast.org.

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 [‘Fuel your Imagination’ Creative Writing Contest National Entry 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



December 31, 2007. SNA members and school officials can send local winning entries to SNA at the following address:

'Fuel your Imagination' Creative Writing Contest
School Nutrition Association
700 South Washington Street, Suite 300
Alexandria, VA 22314
Phone (703) 739-3900

Please include the student contest entry forms, and their stories.

Section B: Student Contest Assignment

Students should complete in full the appropriate 'Fuel your Imagination' Creative Writing Contest student entry form remembering to title their story.

There are 3 student entry forms available based on age range and writing tools provided. These are:

- Fuel Your Imagination Creative Writing Contest Early Elementary Grades Student Entry Form (Mad Libs)
- Fuel Your Imagination Creative Writing Contest Upper Elementary Grades – Middle School Student Entry Form (Suggested Words)
- Fuel Your Imagination Creative Writing Contest Upper Middle School -High School Student Entry Form (Key components of good stories)

The age based writing tools are a guide and do not have to be used, a creative story can be entered from any grade level as long as the theme ties into how eating a healthy school breakfast will help them achieve their dreams. In this instance any of the student entry forms will be accepted, but one must be completed in full.

Please note: The School Nutrition Association and our partners respect your student's privacy! We will not share any personal contact information with anyone. This information is for our contact purposes only, to help school officials notify the winners.

Fuel Your Imagination Creative Writing Contest challenges students nationwide to write a short original creative story (max 250 words) on how eating a healthy breakfast will help them achieve their dreams. The three stories judged to be the best by a panel of judges will be professionally illustrated and displayed for the whole world to see on the official 'Fuel Your Imagination' web site at www.schoolbreakfast.org.

Rules:

- The story they write must be their own, unique creation. Entries must be original, not plagiarized and not evocative of any existing stories, movies or television shows so as not to infringe any copyrights or trademarks.
- The story can be hand written or typed on a computer and printed out.
- For the entry to be valid, the student must fill out a student entry form, including the story and story title.

All contest entries shall be considered the copyrighted property of the School Nutrition Association (SNA) and will not be returned. The three successful entries will be illustrated and featured at www.schoolbreakfast.org but are subject to modification by SNA including but not limited to overall plot and name of story. Usage may include and is not limited to usage on the schoolbreakfast.org website, the schoolnutrition.org website, magazines, television, t-shirts, mugs, posters and other merchandise.

Section C: Methods and Criteria for Judging

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

- Creativity of story and story title
- How well the story meets the theme criteria on how eating a healthy breakfast can help kids them perform, succeed or achieve their dreams.
- If the story stayed within the 250 maximum word count
- How the story lends itself to be professionally illustrated
- Accuracy of grammar and spelling

Judging Panel

The judging panel may include:

- A School Nutrition Director from a district in the DC/VA/MD area
- A marketing expert at SNA
- A magazine editor
- A children's author

Section D: 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.

Section E: Prizes

Three (3) winning stories will be professionally illustrated and displayed at www.schoolbreakfast.org. The 3 winners will also receive a selection of books based on student's grade level or \$100 gift card equivalent. Cumulative prize value is under \$500. 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.schoolbreakfast.org and www.schoolnutrition.org/nsbw.