



MyPlate

FRUITS & VEGGIES VIDEO CHALLENGE

Submit your best “Make Half Your Plate Fruits and Vegetables” video and you could win! Cash awards for the most inspiring MyPlate tips and ideas.

Create a short video (approximately 30 seconds) showing how you build a healthy plate with fruits and veggies on a budget. What does YOUR MyPlate look like? Share your most inspiring tips, tricks, and how-tos. Get creative with your video! It can be a song, a skit, or a how-to in action, as long as it includes the message “Make half your plate fruits and vegetables.”

Videos may be submitted in the following categories:

- **Tips for kids**
- **Tips when eating at home**
- **Tips when eating away from home**

The goal of the challenge is to encourage healthy eating habits, raise awareness around USDA’s MyPlate, and promote the message, “Make half your plate fruits and vegetables.”

 **FIRST PRIZE (3)**
\$1,500 each

 **SECOND PRIZE (3)**
\$1,000 each

 **POPULAR CHOICE (3)**
\$500 each

Winners will be featured on ChooseMyPlate.gov and other partner websites.



Learn more & register to enter at FruitsAndVeggies.challenge.gov

SUBMISSION DEADLINE: NOVEMBER 15, 2011

Follow us on Twitter @MyPlate • Use hashtag #myplate

This competition is created by the U.S. Department of Agriculture (USDA) Center for Nutrition Policy and Promotion.
Please see the Official Rules on FruitsAndVeggies.challenge.gov for complete guidelines and requirements.