



January 7 - February 8, 2019

- 4 - Week Physical Activity and Nutrition Challenge
- Two Elementary Schools in each of Maine's 16 counties
- 770 Teachers; 7,835 Children

THE CHALLENGE: Each school can earn up to a maximum of 160 points for the successful completion of four weekly challenges.

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| Week 1: | Outdoor Physical Activity--% of students who complete at least 5 outdoor activities |
| Week 2: | Nutrition--% of students who complete at least 5 healthy eating activities |
| Week 3: | Family Engagement--% of students who complete physical activity and nutrition activities at home with the family |
| Week 4: | Winter Carnival--% of students who participate in an outdoor celebration of winter activity |

BONUS POINTS:

- Exceeding the minimum weekly activity requirements
- Including non-teaching staff
- Inviting guest speakers to school

WEEKLY SPIRIT CHALLENGE:

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| Week 1: | Hold Opening Ceremonies |
| Week 2: | Collaborate with Nutrition Focused Organization |
| Week 3: | Host a Family Event at School (or in the community) |
| Week 4: | Hold Closing Ceremonies |
| FINAL SPIRIT: | School Pride |

WILD CARD BONUS:

Each week, the champion teacher will upload their "Wild Card" to be considered for extra points (3-2-1 by place). This will be their favorite moment from the week— either video, photo or text. A panel of judges will select the top three submissions weekly. Judges will review submissions and cast a vote by 6pm on Friday night. Meteorologist Sarah Long will announce the top 3 "Wild Card" winners on Sunday morning during Maine's Total Weather segment.

THE TOOLKIT:

- WinterKids Winter Games Playbook (rules & regs, tips for success, checklist for teachers)
- WinterKids Guide to Outdoor Active Learning (GOAL)
- Supplies & Incentives (Customized Winter Games poster, wristbands, stickers, magnets, pencils, healthy living lesson materials, sentence scramble materials, and more!)
- Media Kit (press release template, regional media list, how to submit a video, etc.)

WINTERKIDS WILL PROVIDE:

- Kick-off webinar for participating teachers
- Winter Games score board on winterkids.org
- WinterKids Winter Games Facebook Group for the community
- WinterKids Winter Games Facebook Group for teachers only
- Promotional support (WMTW media coverage, local newspapers, e-newsletter)