

GENERAL INFO: <http://www.poehealth.org/add25>

Description: The #Add25 Challenge is an opportunity to encourage teachers, staff, students, and their families to increase healthy behaviors during National Nutrition Month. Each school or organization is invited to compete to win a free program ("PoeMania!" – a \$2,500 value) with the Poe Center and Miss North Carolina 2015, Kate Peacock.

Who: All North Carolina schools and organizations serving K-12 youth may participate.

When: Contest runs March 1 – 25, 2016. **Register by Friday, February 26, 2016.**

How: Register your school or organization on the [#Add25 website](#). Post photos/videos of participant(s) on Twitter, Facebook, or Instagram using the #Add25 hashtag @PoeCenter and mention your school's name or social media handle to earn points. Each post equals one point. The winning school will be determined based on the highest percentage of posts in relation to student body size.

Please see the [#Add25 contest rules](#) for details.

Cost: **FREE**

PARTICIPANTS:

Audience: School or organization faculty, staff, students and their families

Registrations: Register your group online at <http://www.poehealth.org/add25> by **Friday, February 26, 2016.**

PROMOTION:

Below are a few sample social media posts you may use to help promote the contest within your school or organization. You may also use the #Add25 posters available for download at the #Add25 website.

Miss North Carolina #Add25 Posts – Miss NC will make daily #Add25 posts during March. Follow her on line and share her daily posts to help promote the program.

<https://twitter.com/MissAmericaNC>

<https://www.facebook.com/MissAmericaNC/?fref=ts>

<https://www.instagram.com/missamericanc/>

Twitter Posts:

- Help <insert school name> win a FREE PoeMania program with @PoeCenter & @MissAmericaNC. Share how you #Add25 today and tag @SchoolName! RT
- Cold weather making you feel sluggish? #Add25 jumping jacks for an energy boost! Take a picture and tag @SchoolName & @PoeCenter! RT
- Dreaming of hot summer days?! #Add25 pushups this month to get beach fit. Take a picture and tag @SchoolName & @PoeCenter! RT
- Did you #Add25 today? Remember to post how you are increasing your fitness & nutrition this month to #Add25@PoeCenter <insert school's name>!



Facebook/Email Posts:

(To: school/organization faculty and staff)

During National Nutrition Month, the Poe Center for Health Education and Miss North Carolina 2015 are challenging <insert school/organization> to improve our fitness and nutrition with their #Add25 Challenge. Each time you post a photo or video of how you and your students are increasing healthy habits, our school earns points to win a FREE nutrition assembly hosted by Miss North Carolina 2015, Kate Peacock. For more details, go to <http://www.poehealth.org/add25>.

(To students)

Calling all <insert mascot>! March is National Nutrition Month and <insert school/organization name> is teaming up with the Poe Center for Health Education and Miss North Carolina 2015 to take the #Add25 Challenge. With a parent's permission, post a photo or video of how you #Add25 to improve your fitness and nutrition in your daily routine. Eating a balanced diet and moving a little each day increases your energy, helps you focus, and makes you look your best. So get your #squad and gain points for your #fitnessgoals and #nutritiongoals to help our school win a FREE PoeMania! program hosted by 2015 Miss North Carolina, Kate Peacock! For all the details, visit <http://www.poehealth.org/add25>.

(To parents)

Attention <insert mascot> parents, family, & friends! March is National Nutrition Month, and we have teamed up with the Poe Center for Health Education to help celebrate their 25th anniversary by promoting healthy nutrition and physical activity with the #Add25 Challenge. The CDC suggests that 60 minutes of vigorous activity each day and a balanced diet lead to greater academic success and better physical development. So take the challenge. Encourage your child to #Add25 to their daily routines: 25 minutes of active play time or 25 glasses of water throughout the month. You can join in the challenge too! Post a photo or video of how you and your child #Add25 for a chance to win a FREE PoeMania! program for <insert school/organization name>, hosted by 2015 Miss North Carolina, Kate Peacock! For more details, visit <http://www.poehealth.org/add25>.

Flyers – See attached.

CONTACT INFO: Jennifer Bell, j.bell@poehealth.org, 919-231-4006

Twitter: www.twitter.com/PoeCenter

Facebook: www.facebook.com/PoeCenter

Instagram: www.instagram.com/Poe_Center

