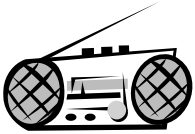


# Now That's A (W)rap Contest!

This is your chance to be a star by incorporating creativity, music, comedy, and any other talents you may have with a powerful message. **Now That's a (W)rap** Contest is part of a new initiative called **Wrap Your Own- Iowa Grown** (part of the Iowa Farm to School Program). The purpose of this initiative is to encourage the use of Iowa fruits and vegetables in making tasty wraps at schools, all the while promoting local growers, and teaching kids about making healthy eating choices. This contest provides an opportunity to inspire kids and adults to purchase Iowa-grown foods, make healthy eating choices, assist in curbing childhood obesity and promote the Iowa Farm to School Program, Iowa producers and the local economy. Now it's your turn to make a RAP!



## THE CHALLENGE

Produce a 30 second to 2 minute video or rap (**mp3 format**) that informs, inspires, and encourages student awareness and promotion of purchasing locally-grown Iowa produce/products. Make people aware of the purchase of locally grown Iowa foods, and products. All submissions will be reviewed and any inappropriate material will not be eligible for winning. Participants should address at least one of the following questions in their rap:

1. Why is it important for our schools to purchase locally grown Iowa foods?
2. How does what we eat effect health, culture or the Iowa economy?
3. Why would a wrap filled with Iowa-grown foods be a great idea for school lunches?



## THE PRIZE

- Two winners, one middle school group and one high school group will receive
  - up to 25 Wrap Your Own- Iowa Grown T-shirts for you and your rapping crew
  - \$100 toward the purchase of locally grown foods for your school
  - video/clip will be featured on our website

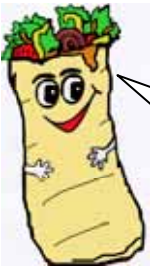
Runner-Up Contestants will receive other promotional items

## THE TIMELINE

- **SUBMISSION DEADLINE is September 25th , 2009**
- The winning raps will be posted on our website this fall and could be used in future promotions

## DETAILS

- Any 6-12th grade student/students that would love to make Iowa-Grown Wraps a part of their school lunch menu can participate
- Raps can be any style; fiction, documentary, animated or live action, (creativity is encouraged) but must be submitted in mp3 format or be able to be converted to mp3
- Raps should be submitted on CD with the following participation form completed.



Come On- Let's Get Wrapping!

Please mail CD and participation form to:

Emily Wadle  
IDALS  
502 E. 9<sup>th</sup> Street  
Wallace State Office Building  
Des Moines, IA 50319

If you have any questions regarding this contest contact Emily Wadle at 515-725-2078 or by email at [emily.wadle@iowaagriculture.gov](mailto:emily.wadle@iowaagriculture.gov).

# Now That's A (W)rap Contest!

Participation Form- Fall 2009

Number of Participants: \_\_\_\_\_

Names of Participant and (Grade Level):

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Name and Phone # of Main Contact: \_\_\_\_\_

School Name: \_\_\_\_\_

School Address: \_\_\_\_\_

City \_\_\_\_\_ County \_\_\_\_\_ Zip \_\_\_\_\_

Email: \_\_\_\_\_

School/Teacher Contact (please list name of teacher if this contest was assigned as part of a class or project. This teacher will be the one that receives the promotional items/t-shirts from us and will be our contact at the school):

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By participating in this contest you are agreeing to possibly have your names/faces published and available to the public, and also acknowledge the use of this rap in future promotions. If your rap is chosen as a winner a consent form will be sent regarding the release to the public. Good Luck!

Please mail CD and participation form to:



Emily Wadle  
IDALS  
502 E. 9<sup>th</sup> Street  
Wallace State Office Building  
Des Moines, IA 50319



If you have any questions regarding this contest contact Emily Wadle at the Iowa Department of Agriculture and Land Stewardship by phone; 515-725-2078 or by email at [emily.wadle@iowaagriculture.gov](mailto:emily.wadle@iowaagriculture.gov).