BUILT WITH CHOCOLATE MILK

2017 BUILT WITH CHOCOLATE MILK
"COACHES CHALLENGE" SOCIAL MEDIA CONTEST

The BUILT WITH CHOCOLATE MILK Coaches Challenge is looking for Nebraska high school coaches whose teams build it with low fat chocolate milk to share their story for a chance to win a $10,000 grant for their athletic program.

HOW IT WORKS
One (1) $10,000 grant and two (2) $5,000 grants for your athletic program are up for grabs! Beginning **September 18**, coaches of high school-aged athletes can share how their team builds it with chocolate milk, incorporating it into their training and practice routine and the important role chocolate milk plays in the success of your high school athletes. There are two (2) ways to enter*:

- Share a photo or video on **Twitter** using #CoachChallenge and #promo and tagging @chocolate_milk
- Submit a photo or video via **email** to builtwithchocolatemilk@milkpep.org

Submissions will only be accepted from September 18 – October 13. Contest finalists will then be selected by a panel of judges and the top 10 entries will move onto a public voting period on BUILT WITH CHOCOLATE MILK's Facebook and Twitter pages. The entry with the most votes will receive the $10,000 grant grand prize and the two runner up entries will each receive a $5,000 grant for their athletic programs.

Need some inspiration for your entry? Here are a few ideas:

- Take a video of your high school-age athletes* drinking chocolate milk after a tough practice, game or competition
- Snap a photo of you and your athletes packing chocolate milk for your next big competition
- Check out a few of BUILT WITH CHOCOLATE MILK's Spring #CoachChallenge winners

Please reach out to builtwithchocolatemilk@milkpep.org with any specific questions. Read more about the BUILT CHOCOLATE MILK Coaches Challenge and see official rules here.
We look forward to seeing your stories!

Please note that any entries featuring athletes under the age of 18, must have parents complete the minor consent form to be eligible. You can download the form by clicking here.