



JOIN THE

REAL SEAL APPEAL!



PARENTS – YOU CAN HELP OUR TEACHERS HELP OUR KIDS!

The **California Milk Advisory Board (CMAB)**, representing California's more than 1,620 dairy families, is excited to announce a very special sweepstakes for Southern California* elementary schools and families where you can help win much needed cash and book prizes for schools in your community. The **Real Seal Appeal! Sweepstakes** is supporting schools with **up to \$2 million** in cash, books and other prizes. You can help by collecting **Real California Milk** seals from the milk and dairy products you already buy and turning them in to your teachers. Each seal acts as a sweepstakes entry, so start saving your **Real California Milk** seals today – the more seals you collect and turn in, the more chances your child's classroom (and school) has to win! When you look for the **Real California Milk** seal, you are supporting California dairy families. When schools win, kids win too – we're awarding **Wii Fit™** prizes to kids in grand prize winning classrooms.

IT'S AS EASY AS 1 - 2 - 3!

HERE'S HOW IT WORKS:

1. COLLECT

Collect **Real California Milk** seals. Look for this seal on milk and other dairy products.



2. ENTER

Give the **Real California Milk** seals you've collected to your child's teacher. Each seal counts as an entry.



3. WIN!

Teacher sends seals in to win. **Up to \$2 million** in cash and prizes will be awarded!



PRIZES INCLUDE:

Up to **\$20,000** in cash prizes for schools

Scholastic books for nearly every class that enters

Interactive fitness games for students in winning classrooms

To find out more about how you can join the **Real Seal Appeal!** and help our teachers help our kids, visit scholastic.com/sealappeal



*Participating elementary schools in Imperial, Kern, Los Angeles, Orange, Riverside, San Bernardino, San Diego, San Luis Obispo, Santa Barbara and Ventura counties.
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Benefits of Family Meals

Eating meals as a family plays a key role in raising high-achieving, healthy, and well-adjusted children.

IMPROVED ACADEMIC ACHIEVEMENT: Frequent family meals are linked with being successful in school.

BETTER NUTRITION: Family meals contribute to higher daily intakes of fruit, vegetables and important nutrients like calcium, fiber, iron, vitamins B6 and B12, C and E, and less overall dietary fat.

HIGHER SELF-ESTEEM: Mealtime conversation brings the family together, promotes positive self-esteem in children and starts a lasting and positive relationship with food.

For more ideas on healthy family meals, visit MealsMatter.org



Look for the Seal
California Milk Advisory Board

For special offers and more, visit RealCaliforniaMilk.com