

An Invitation to Family Fun!

Oli's Eat Smart Art Contest

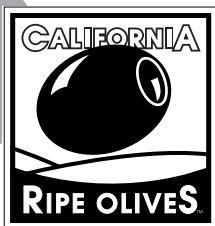
Your child's class is participating in an art contest designed to raise awareness of the foods we eat and the importance of good nutrition. **Oli's Eat Smart Art Contest** challenges students in grades 4-6, as a class, to create an original work of art made of food labels. The labels can come from any food packaging, including cans, bottles, jars, boxes, and bags. And the class can use the labels any way students can imagine – cut them into color chips for a mosaic, trim out words and pictures for a collage, or even fold them into origami figures for a diorama.

You are invited to join in the fun by helping your child collect labels from the foods you eat at home. This is a great chance to remind your child of the importance of a balanced diet, and to review how well your family's diet meets the guidelines set out in the USDA Food Guide Pyramid. As you have probably heard, the Food Guide Pyramid is changing. Soon it will be revised to recommend more fruits and vegetables, more whole grains, and "good" fats that can help reduce the risk of heart disease and stroke. So this is the right time to take a fresh look at your family eating habits.

For more information about nutrition, check the California Olive Industry web site at www.calolive.org. There you'll also find a whole library of ideas for cooking with California Ripe Olives, like this recipe for Chicken in the Woods – a tasty way to add nutritional foods to your diet. We hope you will use the downloadable 25¢ discount coupon found at www.calolive.org/LW to give the recipe a try.

And while you are on the Internet, please stop by Oliville, our new kid-friendly web site at www.oliville.com. Meet Oli, the star of the site, and try your hand at our fun, interactive balanced diet game. You won't believe what we've stocked in Oli's refrigerator along with the healthy foods every child needs for good nutrition!

**Your Friends at the
California Olive Industry**



www.calolive.org

www.oliville.com

Chicken in the Woods

- 1 Tbsp. Olive oil
- 12 oz. Boneless, skinless chicken breast, cut into 1-inch strips
- 1/2 tsp. Kosher salt
- 1-1/2 cups Yellow corn kernels, blanched
- 10 oz. Broccoli florets, blanched
- 3/4 cup Chopped California Ripe Olives
- 1 Tbsp. Unsalted butter
- Black pepper to taste



Heat oil in a large sauté pan over medium high heat. Add chicken, season with salt and cook for 4-5 minutes stirring occasionally until browned and cooked through. Add corn and continue cooking for 2 minutes until golden. Toss in broccoli, California Ripe Olives and butter and remove from heat. Season to taste with black pepper if desired. Serves 2 adults and 2 kids.

Enter Oli's Eat Smart Art Contest!



Dear Educator:

Here's a creative way to enhance nutrition learning in your classroom – have your class enter **Oli's Eat Smart Art Contest**, sponsored by the California Olive Industry.

Oli is the star of Oliville at www.oliville.com, a new web site where kids can learn what goes into a balanced diet by raiding the fridge in a fun, interactive game. Now Oli is inviting your class to create artwork for Oliville by entering his **Eat Smart Art Contest**.

To enter, your class creates an artwork using food labels. The artwork can take any form: poster, mural, sculpture, model, etc. The labels can come from any food packaging, including cans, bottles, jars, boxes, and bags. And your class can use the labels any way they can imagine – cut them into color chips for a mosaic, trim out words and pictures for a collage, fold them into origami figures for a diorama. The only requirement is that you include California Ripe Olives in your artwork: you can use the label from a can of California Ripe Olives, download pictures from the California Olive Industry web site (www.calolive.org), or draw California Ripe Olives by hand. To help you meet this requirement the tastiest way, we've provided a downloadable 25¢ discount coupon for a can of California Ripe Olives at www.calolive.org/LW.

All contest entries will be considered for display in a special gallery on the Oliville web site, and the top ten entries will each receive a **\$100 gift card** for the class. Entries must be submitted as photographs and postmarked no later than April 25, 2005. See the official contest rules for details.

We hope you will let parents share in the fun of creating your class artwork by sending home a copy of the invitation printed on the back of this sheet. This notice alerts parents to your need for food labels, and provides a great tasting reminder of the role California Ripe Olives can play in family nutrition.

Good luck with your class art project. We know that you and your students will find this a fun way to review important nutrition lessons, and we look forward to receiving your class entry.

Sincerely,

Dr. Dominic Kinsley

Editor in Chief, LearningWorks

Official Contest Rules

1. No purchase necessary. Oli's Eat Smart Art Contest is intended for educational participation and should be entered within a school context. The contest is open to all grade 4-6 classes in schools selected to receive the 2005 edition of the Get in the Game for Good Health educational program, except children of employees of LearningWorks and of individuals involved in the contest judging. The contest is sponsored by the California Olive Industry.
2. To enter this contest, classes must create an artwork using food labels, which can come from any type of food packaging and can be used in any way to create any form of artwork. The artwork must include at least one representation of California Ripe Olives, which can be a food label, printed illustration, or drawing. The theme of the artwork need not be nutrition. Artwork must be submitted in the form of two color photographs, one of which is marked to show where California Ripe Olives are represented in the artwork. Entries must be accompanied by a completed copy of the Official Contest Entry Form or a sheet of paper that includes the name of the classroom teacher, the grade, school name, school address and phone number, a title for the class artwork, and a description of the artwork in 25 words or less. The omission of this identification information may make an entry invalid. Entries must be original and not previously published or taken from previously published material. Each class may enter only once.
3. Entrants agree that they will not retain any rights to their entries and that entries become the exclusive property of the contest sponsor and will not be returned. Entry constitutes permission to the contest sponsor for use of the entry for publication and promotional, advertising, and trade purposes, and for use of winners' names and photographs without further compensation, except where prohibited by law.
4. All entries must be mailed to Oli's Eat Smart Art Contest, c/o LearningWorks, 35 Marvel Road, New Haven, CT 06515, and must be postmarked no later than April 25, 2005. Late entries will not be considered for judging. Not responsible for lost, misdirected, or late entries, or failure of any entrant to comply with the official rules. Entries will not be returned. All materials are sent at the risk of the sender.
5. Entries will be judged by the following criteria: 80 percent for creativity and originality, 20 percent for adherence to the contest rules. Entries will be judged by LearningWorks, LLC, an independent judging organization, whose decisions are final on all matters relating to this contest. Ten (10) prize winners will be selected from all entries received. Winners will be notified by mail on or before May 15, 2005, and may be required to sign or have a parent or guardian sign and return an Affidavit of Eligibility and Release. Contest is void wherever prohibited by law. All federal, state, and local laws and regulations apply. All federal, state, and local taxes are the responsibility of prize winners. All prizes will be awarded.
6. The ten (10) prize winners will each receive a \$100 gift card awarded to the class teacher for classroom use.
7. Prizes are not transferable. No substitution of prizes is allowed. To receive a list of winners, send a stamped, self-addressed envelope to Oli's Eat Smart Art Contest, c/o LearningWorks, 35 Marvel Road, New Haven, CT 06515.

Official Entry Form

Oli's Eat Smart Art Contest!

Class Teacher: _____ Grade: _____

School Name: _____

School Address: _____

City: _____ State: _____ Zip: _____

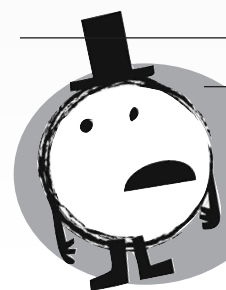
Phone: () _____ Email: _____

Artwork Title: _____

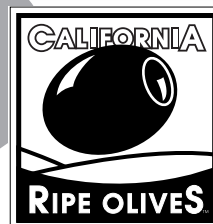
Artwork Description (25 words or less)

Contest Teaching Ideas

- Introduce Oli by having students play his balanced diet game at Oliville (www.oliville.com).
- Explain Oli's Eat Smart Art Contest and have students begin collecting food labels for your class artwork.
- To guide students in their label collecting, provide them with copies of the downloadable "Food Label Color Chart" available at www.calolive.org/educator. This reproducible worksheet lists the eight basic crayon colors with spaces where students can write in the names of foods for each color. Use the chart to generate enthusiasm, and as students name foods for each color, talk about each food's place on the USDA Food Guide Pyramid and its nutritional value.
- As students bring in food labels, use them to reinforce Activity Two of the **Get in the Game for Good Health** program by having students compare the nutrition facts on different labels.
- Brainstorm ideas for your class artwork, take a vote to pick the class favorite, then start creating!
- When your class artwork is complete, reward students with the enclosed stickers.



Meet Me at
Oliville!



www.calolive.org

www.oliville.com

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