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VIDEO CONTEST TO PROMOTE FRUITS AND VEGETABLES

Are you an aspiring film producer looking for a venue to display your talents? Get out your cameras and creative ideas for eating more fruits and vegetables. Winners receive both national recognition and cash money!

The USDA Center for Nutrition Policy and Promotion (CNPP) is sponsoring the My Plate Fruits and Veggies Video Challenge. Submissions must be entered by 5pm Eastern Standard Time on November 15.

To enter, create a short video, approximately 30 seconds, showing how you are adding fruits and vegetables to your diet without spending a lot of money. Videos categories include - Tips for Kids, Tips When Eating at Home or Tips When Eating Away from Home.

The competition is open to individuals and teams of individuals who are residents of the United States and its territories. Contestants must be at least 18 years of age, but your video can include minors under 18, as long as the necessary consent forms are provided. For forms and details on eligibility, consult the website at <http://fruitsandveggies.challenge.gov/details/about>

The goal of the challenge is to encourage healthy eating habits and raise awareness around USDA's My Plate dietary guidelines, which includes making half your plate fruits and vegetables. My Plate is a newly developed visual reminder to help people make better food choices and eat right at mealtimes.

The My Plate Fruits and Veggies Video Challenge will award \$9,000 in total prizes in three video categories, including three First Prize Winners, who will each receive \$1,500; three Second Prize Winners, who will each receive \$1,000; and three Popular Choice Winners, who will each receive \$500. Winners will be featured on the ChooseMyPlate.gov website and potentially also on partner websites.

Are you ready? Lights, camera, action!

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