

2023 AG BOOKS FOR KIDS

Marketing AD Contest

4th-5th

CRITERIA

1. 4th and 5th grade current Wyoming residents or current students of a Wyoming school are eligible.
2. **Read the book** "Popcorn Country" by Cris Peterson
3. **Instructions:** Using our scenario, create an advertisement marketing something you learned from reading the book. The slogan must contain at least 15 words.

The Scenario: *You have been asked to help spread the story of agriculture in your community. After reading "Popcorn Country," create an advertisement including your own slogan and illustrate/design your new advertisement like it might appear on a billboard, newspaper, or magazine. The focus of your advertisement should be on something you learned from the book. The purpose of this activity is to get creative with sharing about agriculture.*

4. Please turn the ad in on 8 1/2" x 11" paper
5. Entries may be handwritten or typed
6. Cover Page is Required. You may use the cover page provided or create your own using the information on provided cover page.
7. **Entry Deadline is March 31, 2023**
8. **Your county Farm Bureau Federation representative will make arrangements to pick up the entries for judging locally.**

Local Name/Contact Info:

PRIZES

- State winner receives a **\$50 gift card** and the book "Popcorn Country"
- State runner-up receives a **\$25 gift card** and the book "Popcorn Country"
- District winners (3 per district) receive a copy of the book "Popcorn Country"



The marketing ad contest is a project of the Young Farmer & Rancher Committee of the Wyoming Farm Bureau Federation. "Ag Books for Kids" is a program that places agriculture books in Wyoming elementary school libraries. For more information, visit www.wyfb.org/education/ag-books-for-kids/ **For questions, contact your local county Farm Bureau Federation volunteer.** If you can't reach your local volunteer, contact WyFB YF&R Coordinator Kerin Clark at kclark@wyfb.org or 307-534-6175.

"Ag Books for Kids 2023"

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Cover Page (Required)

Student's name:

Grade:

Age:

County:

Teacher's name:

School Name:

School Address:

School Phone Number:



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