

HOW TO CELEBRATE #CEREALMILK22

World School Milk Day is September 28th, 2022! Here's how you can get the party started using your #CerealMilk22 tools (available at generalmillscf.com/cerealmilk):

► DECORATE YOUR CAFETERIA!

Display the posters, digital screens and more to prepare your students for the big day!

▶ POSE WITH THE #CEREALMILK22 SELFIE FRAME

Say cheese! Set up your **selfie frame** for students and staff to snap a picture. Try fitting two people in the frame and saying cheers with a pair of cereal cups!

► GAME ON!

Pass out #CerealMilk22 Placemats and To-Go Activity Sheets to your students so they can complete crosswords, mazes and a "design your own cereal cup" challenge.

▶ VOTE FOR YOUR SCHOOL'S FAVORITE CEREAL MILK

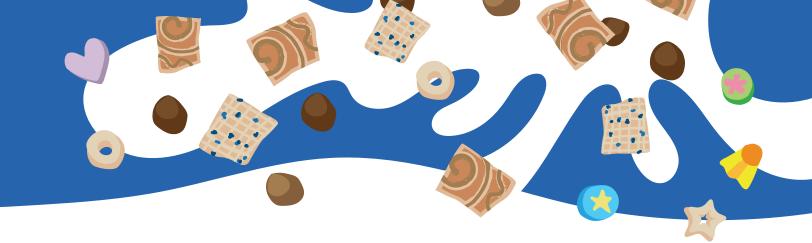
Create a home base for each team in your cafeteria by decorating with **Team Cereal Milk Posters** included in your **#CerealMilk22 physical ki**t.

Give each student a **Team Cereal Milk Sticker** for their chosen team when they order blueberry, cinnamon or chocolate-flavored cereals. Then decorate the wall of each station with a large piece of construction paper that students can use to **place a vote!**





Stickers



GET SOCIAL FOR WORLD SCHOOL MILK DAY ON SEPTEMBER 28TH!

DUET THE #CEREALMILK22 TIKTOK DANCE!

Invite students and staff to **duet the #CerealMilk22 TikTok dance!** Create your own school account and visit @k12cerealmilk on the TikTok app to get started.

TIP
Organize a staff dance-off to see who's got the party! Learn the #CerealMilk22 dan then duet this video to show off you

► USE THE #GEREALMILK22 SNAPCHAT FILTER

Download our ready-made filter and assign it to your school's location so your staff can add it to their **Snapchat photos** and videos on **World School Milk Day!** See our **Snapchat How-to Guide** for more details.



Make sure to tag **General Mills for K-12 Schools** for your chance to be featured on our social media pages.

- General Mills for K-12 Schools @generalmillsk12
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Head to **generalmillscf.com/cerealmilk** or contact your General Mills sales representative for additional information.