



Promotional Calendar

2020-21

Use this calendar guide to work with your student team to plan activities and events each month to keep your school involved with **Fuel Up to Play 60** all year long! Visit WisconsinDairy.org for more ideas and activity suggestions.

September 2020

National Breakfast Month

- 3rd Mason Crosby's Birthday
- 5th Cheese Pizza Day
- 18th Cheeseburger Day
- 19th Dance Day
- 20th String Cheese Day
- 26th Family Health and Fitness Day
- 27th National Chocolate Milk Day
- 29th World Heart Day
- 30th World School Milk Day

Work with your School Nutrition Director to host an all school breakfast to kick off the new school year. Celebrate World Milk Day with a "Milk Toast" to a great school year during lunch and post on school's Facebook page.

October 2020

National Farm to School Month

- 2nd Walk and Bike to School Day
- 7th Walk to School Day
- 8th Great Lakes Apple Crunch Day
- 12th National Farmers Day
- 12th-16th National School Lunch Week
- 15th Cheese Curd Day
- 24th Make a Difference Day
- 31st Halloween

Celebrate farmers and have students write notes to thank them for the nutritious foods they produce to keep us healthy. Hold a walk to school day event and award participants with a nutritious snack of farm fresh milk, cheese or yogurt.

November 2020

Thanksgiving

- 3rd Sandwich Day
- 6rd Nachos Day
- 13th World Kindness Day
- 25th Parfait Day
- 26th Thanksgiving

Host a Healthy Food Drive and hold a Milk Drive for food pantries to fuel your community.

December 2020

Holidays

- 3rd Giving Tuesday

Have your team adopt a family for the holidays.

January 2021

A New Year!

- 4th National Trivia Day
- 11th National Milk Day
- 20th Cheese Lover's Day
- 31st Hot Chocolate Day

Celebrate National Cheese Lover's Day with a Wisconsin Cheese Taste Test!

February 2021

American Heart Month/ Children's Dental Health Month

- 6th Frozen Yogurt Day
- 7th Super Bowl
- 9th National Pizza Day
- 11th Make a Friend Day
- 17th Random Acts of Kindness Day

Score big with a Super Bowl tailgate lunch on game day! Practice "random acts of kindness" throughout the week.

March 2021

National Nutrition Month and March Madness

- 1st-5th National School Breakfast Week
- 7th National Cereal Day
- 19th Let's Laugh Day
- 21st Common Courtesy Day
- 23rd National Ag Day

Work with your team to promote the importance of school breakfast and award prizes for participation. Hold a March Madness competition event using a variety of Wisconsin cheeses or favorite smoothie flavors and announce the winner on morning announcements.

April 2021

Move More Month

- 5th Deep Dish Pizza Day
- 7th National Walking Day
- 7th World Health Day
- 12th Grilled Cheese Day
- 23rd National Picnic Day

Get Active! Promote Move More Month with a week-long walking challenge. Create a "Favorite Grilled Cheese" recipe contest and ask local celebrities to act as judges.

May 2021

National Physical Fitness and Sports Month

- 1st National Fitness Day
- 4th Teacher Appreciation Day
- 5th Bike to School Day
- 5th Cinco De Mayo
- 7th School Lunch Hero Day
- 8th Stamp Out Hunger Food Drive Day
- 21st National Pizza Party Day
- 29th Wisconsin's Birthday

Invite families to a "Family Fitness and Fun Night" or hold an all school "Field Day." Serve chocolate milk, fruit and veggie platters and cheese and crackers as snacks.

June 2021

June Dairy Month

- 1st World Milk Day
- 4th National Cheese Day
- 7th Chocolate Ice Cream Day
- 21st Smoothie Day

Celebrate June Dairy Month - visit a dairy breakfast and thank a dairy farmer!



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