

HOW TO CELEBRATE #CEREALMILK23

World School Milk Day is September 27th, 2023! Here's how you can get the party started using your #CerealMilk23 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 #CEREALMILK23 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 #CerealMilk23 **Placemats** and **To-Go Activity Sheets** to your students so they can complete crosswords, mazes and a “design your own cereal cup” challenge.

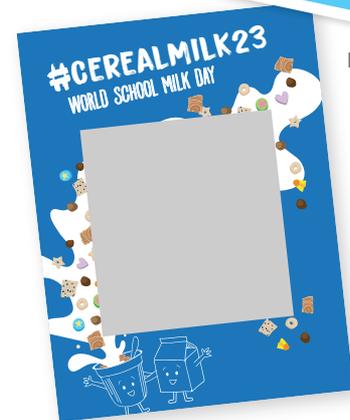
► VOTE FOR YOUR SCHOOL'S FAVORITE CEREAL MILK

Create a home base for each team in your cafeteria by decorating with **Team Cereal Milk Posters** included in your #CerealMilk23 physical kit.

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!**



Poster



Selfie Frame



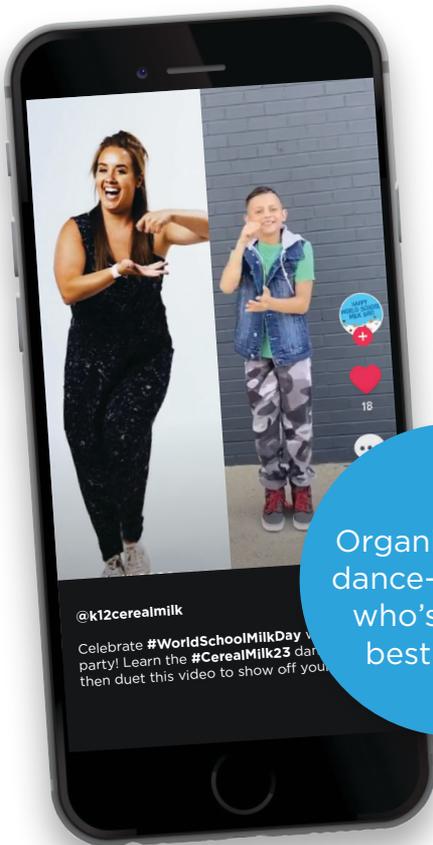
Poster



Stickers



GET SOCIAL FOR WORLD SCHOOL MILK DAY ON SEPTEMBER 27TH!



▶ DUET THE #CEREALMILK23 TIKTOK DANCE!

Invite students and staff to duet the #CerealMilk23 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 best moves!

▶ USE THE #CEREALMILK23 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.



▶ SHOW OFF YOUR CELEBRATION!

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

 @generalmillscf  @k12cerealmilk

Head to [generalmillscf.com/cerealmilk](https://www.generalmillscf.com/cerealmilk) or contact your General Mills sales representative for additional information.