

Hi everybody

The World School Milk Day will be celebrated in Iceland on September 28 under the slogan „Wholesome milk and healthy kids‘.

On this special day we at MS Iceland Daires want to draw the attention of children, parents and school staff to the importance of milk in the daily diet for our children. Each kindergarten and primary schools, with children from 2-16 years old, in the whole country are offered milk for the students. All school administrators in Icelandic schools receive information about how to proceed if they wish to participate and accept milk for their students that day. In previous years around 70.000 kids have enjoyed 16,000 litres of cold milk from MS Iceland Daires.

As in previous years, in relation to the World School Milk Day, we launch a drawing contest that all 4th grade students are invited to participate in. As before, the subject of drawing is free of choice but it‘s fun if they are related to milk, wholesomeness and health. This competition has been very popular in recent years, both among students and teachers and many schools take great pride in it. In the last competition we received about 1,300 photos from 71 schools around Iceland, but that's about 300 pictures more than in before. A group of judges, including Icelands‘ Ministry of Education and representatives from MS Iceland Daires, then selectes the 10 best pictures which are rewared with 40,000 ISK. The price money is used for the whole class and they can choose how they spend it, i.e. by going to the cinema together.

Below you can see this years‘ poster for the drawing contest and some of the winning pictures from last year.



 



