

Draw It! - Pueblo Chile Poster Contest

Academic Standard Connections: This activity gives students an opportunity to get creative and design a poster to convince others to buy and eat Pueblo Chiles, meeting standards for Grades K-5 Visual Arts (K.OLC.1; 1.OLC.1; 2.IDC.1; 3.IDC.1; 4.IDC.1; 5.IDC.1.) Student creations can be submitted by April 15, 2024 to be entered in a contest with others across the state.

The Pueblo Chile Growers Association is a group of farmers in Pueblo, Colorado that grow the authentic Pueblo Chile. They promote their famous Pueblo Chile all over the world. Pueblo Chiles have even been served to the president of the United States at the White House! The Pueblo Chile Growers Association also partners with local officials in the city of Pueblo to host an annual Pueblo Chile & Frijoles Festival held in September. The festival draws Pueblo residents as well as people from across the state and around the nation.

Imagine that you are a member of the Pueblo Chile Growers Association. You notice that many people, even in other parts of Colorado, do not know that delicious Pueblo Chiles are grown here. It is suggested that you need to create a way to promote or advertise your locally-grown chiles across the state by creating a poster that can be provided to newspapers, social media pages, local bulletin boards, in mailings, and wherever else others might see it.

So, Colorado Pueblo Grower, create a poster that shows why people should buy and eat Pueblo Chiles.

Rules:

1. Entries must be the student's original creation, must be submitted using the provided Draw It! - Pueblo Chile Poster Contest Entry Form (on back), and must fit completely inside the frame of the entry form. (Copy entry form as needed.)
2. Entries must be submitted for consideration **by April 15, 2024.**
3. There are two age divisions: PreK-2nd grade students and 3rd-5th grade students.
4. The top 10 posters selected from the two age divisions will be published on Colorado Agriculture in the Classroom's (CoAITC) Facebook page for a final vote. The poster, in each age division, with the most "Likes" on the CoAITC Facebook page will be declared the winner.
5. All submitted entries become the property of Colorado Agriculture in the Classroom and may be used at their discretion. Students will get credited for their original work.
6. To submit entries, take a photo or scan entry and **e-mail to Info@coagclassroom.org.** Entries may also be mailed to: 10343 Federal Blvd Unit J Box 224, Westminster, CO 80260. Only first names, grade, school name, teacher name, and town will be displayed.

Prizes:

First and second place winners from each age category will be awarded a prize, along with each of their teachers.

Brainstorming Questions

Use the following questions to help get you thinking about things you might be able to include in your poster.

- What does a Pueblo Chile **look** like? **Smell** like? **Taste** like? **Feel** like?
- What makes Pueblo Chiles so **special**?
- Why should someone **want** to eat a Pueblo Chile?
- **Where** can someone buy a Pueblo Chile?
- What are some **catchy words** that positively describe Pueblo Chiles?
- What are the different **ways** someone might **eat** Pueblo Chiles?
- What are some things you might **find** at a Pueblo Chile **farm or Farmer's Market**?

Planning Questions

Use the following questions to help you get started on the design of your poster.

- What do you want your poster to look like?
- What do you want people to feel when they look at your poster?
- What information do you want people to know after looking at your poster?

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Entry Form - All illustrations and text must fit within the box.

Student First Name ONLY: _____ **Grade:** _____

School Name: _____

Teacher Name: _____ **School Town:** _____

