



Birches First School

Believe, Grow, Succeed ...

...to be the best 'me' I can be.

23rd May 2025

Get Set to Eat Fresh Design a Billboard Competition

Dear Parents,

Our school is taking part in the Get Set to Eat Fresh Design a Billboard Competition!

About Get Set to Eat Fresh

Get Set to Eat Fresh, brought to life through Aldi, Team GB and ParalympicsGB, is a free nationwide education programme to help all young people aged 5–14 develop their love and curiosity about healthy, sustainable food and the knowledge and skills they need to cook nutritious, low-cost meals.

Design a Billboard Competition

The Get Set to Eat Fresh Design a Billboard Competition challenges young people aged 5– 14 to get creative and design a billboard to encourage others to cook, eat and enjoy healthy food.

The winning design will be selected by a judging panel from Aldi, Team GB and ParalympicsGB. The judges will be on the lookout for designs that encourage people to cook, eat and enjoy healthy food (as part of an active lifestyle!), are eye-catching, will stand out on an Aldi billboard and are the most creative and exciting! Please encourage your child to get creative!

Prizes

By taking part in the competition, our students have the chance to see their designs come to life – with the three winning designs each used on a billboard – be it at a bus stop, road side or store – in their communities! The winning students will also receive an exclusive Get Set to Eat Fresh goody bag, plus a £100 Aldi voucher, and the school will win £1,000 in cash or Aldi vouchers too!

Entering the competition

- Ask your child to complete their final design on the Design a Billboard Competition entry template which they have been sent home with. Please ensure their personal details are completed.
- Return the entry template and we will submit it with a cover sheet for all the entries from our school.
- Please make sure to complete the Entry Template by **Friday 13th June 2025** so we can submit your child's entry before the closing date of Friday 20th June 2025!

To find out more about the competition, please ask your child's teacher for further details, or visit: getseteatfresh.co.uk/designabillboard.

We look forward to seeing your child's design!

Yours sincerely,

Miss Cartwright

Art and Design Subject Leader at Birches First School