



## The brief



We are inviting school children from across the UK to help us re-design our own-brand, free-range, medium egg boxes. Winning designs will be seen on 2.5 million 6-pack egg boxes!

## Designs will be judged on:

1. **How creative your idea is:** does it stand out from the rest? Is it a bit different and original?
2. **How much your egg box stands out on the shelf:** Packages that attract customer's attention are most successful. Think about attention grabbing colour-schemes and clear designs.
3. **How much they make customers want to buy Co-op free-range eggs:** Maybe you'll make them laugh, look twice, want to open the box... Keep ideas clear and simple for the most impact.
4. **How professional the label looks:** make sure the design fits well on the label template and can be seen clearly.

## The prizes

Three winners will be selected from England, Scotland and Wales & Northern Ireland.

### 1st Place:

- £1000 in coupons to be used to purchase art supplies for the winner's educational institution.\*
- The winners label will be printed on some of Co-op's own brand egg packs and sold in stores across the UK!
- A visit to Co-op Head Office for the winner to collect their prize

### 2nd Place:

- £500 in coupons to be used to purchase art supplies for the winner's educational institution.\*

### 3rd Place:

- £250 in coupons to be used to purchase art supplies for the winner's educational institution.\*

\*Materials will be purchased from TTS Group see <https://www.tts-group.co.uk/> for details

Full terms and conditions can be found at [www.nationalschoolpartnership.com/terms-conditions-freerangeart](http://www.nationalschoolpartnership.com/terms-conditions-freerangeart)

## Free-Range Art Design Challenge and Competition

### Co-op Free-Range Eggs

The Co-op believe healthier birds lay healthier eggs. That's why our free-range eggs only ever come from RSPCA assured farms. We are proud to have helped improve the lives of thousands of hens.

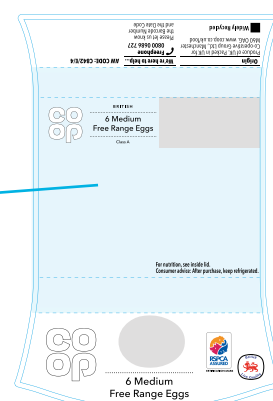
For many years we have looked to improve the welfare of animals. Back in the 1990s we started labelling the living conditions of the hens on egg boxes and, following on from this, in 2008 we became the first convenience retailer to use only free-range own-brand eggs. And since 2010, all the eggs used as an ingredient in our own-brand products have been free-range too.

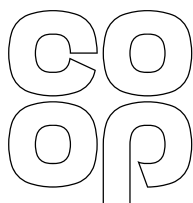
This leaves the birds free to roam and leaves you free to enjoy your scrambled, poached, fried or boiled eggs in the knowledge that they have come from healthy, happy birds.

## To enter

Use the space overleaf to design your Co-op Free-Range egg label. Make sure you stay inside the lines so that your whole design can be used in the space on the cutter template. Send your competed designs by **Monday 15th October** via email to [competitions@nationalschoolpartnership.com](mailto:competitions@nationalschoolpartnership.com) or via the free post envelope to We are Futures, Co-op Free-Range Art, 88 Lower Marsh, Lambeth, London, SE1 7AB.

Your design will go in the blue shaded area





BRITISH

6 Medium  
Free Range Eggs

Class A

For nutrition, see inside lid.  
Consumer advice: After purchase, keep refrigerated.

Pupil name:

Pupil  
age:

School name:

School  
address:

Teacher/Parent  
/Guardian name:

Phone  
number:

Email address:

These details will only be used in the event of winning the competition. Open to 7-11 year olds in England, Wales, Scotland and Northern Ireland. See above for details of prizes. Please obtain parental or guardian permission before entering. Promoter is Co-operative Group Food Limited." Full terms and conditions can be found at [www.nationalschoolspartnership.com/terms-conditions-freerangeart](http://www.nationalschoolspartnership.com/terms-conditions-freerangeart)

