



# Chinese New Year Colouring Contest

[www.thefoodabc.com](http://www.thefoodabc.com)



Name: \_\_\_\_\_  
Age: \_\_\_\_\_  
Address: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_



The food  
**ABC**  
by Christina Castle

## Chinese New Year Colouring Contest

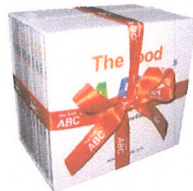
participation free of charge

Submission closes on 21 February 2021

Winners will be announced after 26 February 2021, online and via email

Open to children aged 9 years and below

### First Prize 1 winner



Series of 10 books  
Hardcover, \$169

### Second Prize 2 winners



Series of 10 books  
Paperback, \$99

### Third Prize 3 winners



Set of First Three Books  
Hardcover, \$49.95

### 10 Runners-Up

*The Food ABC* Stationery Set (notebook, colouring pad, stickers, pen, bookmark), \$25

### 100 Consolation Prizes

*The Food ABC* Animated Storytelling Video - Online Access, \$1.99

### About the Books

Did you know that kids think that food tastes better when there is a cartoon character associated with it? That's what makes *The Food ABC* series so clever; they subtly send a message to "eat the rainbow" - think carrots, zucchinis, beans, even mushrooms - without focussing on food at all.

Healthy foods personify each character to carry an implicit message about the importance of following a sensible diet, while the books teach valuable life lessons about challenges that we can all relate to in our contemporary lives, from spending too much time on digital devices and keeping a tidy room to the importance of a good night's sleep.

Email [info@thefoodabc.com](mailto:info@thefoodabc.com) to schedule a free storytelling session for your group

[www.thefoodabc.com](http://www.thefoodabc.com)