

Getting More Students to Begin their Day with Breakfast

“I Heart School Breakfast” Campaign Encourages Baldwin School District Families to Choose Breakfast at School

Baldwyn Mississippi –March, 2018 – To encourage more families to take advantage of the healthy choices available for school breakfast, Baldwin schools will celebrate National School Breakfast Week during March 5-9, 2018.

Busy weekday mornings make it a challenge for many families to find time for a healthy breakfast. However, US Department of Agriculture data show that more and more students are starting their day with a nutritious breakfast in their school cafeterias. The School Breakfast Program currently serves more than **14 million students** every day. Studies show that students who eat school breakfast are more likely to:

- Reach higher levels of achievement in math
- Score higher on standardized tests
- Have better concentration, memory and alertness
- Have improved attendance, behavior, and academic performance
- Maintain a healthy weight

The National School Breakfast Week (NSBW) campaign theme, “I Heart School Breakfast”, reminds the entire school community that school breakfast provides a healthy and energizing start to the day for students. Students will be encouraged to show their enthusiasm for “I Heart School Breakfast” from March 5-9 with special menus, cafeteria events, and more. We will have a photo area for students to take pictures with photo props, star Athletes will join them for breakfast throughout the week, we will have a poster contest at BES and BMHS art class will present a breakfast food drawing to be on display in the cafeteria that week. *We will wrap up the week with breakfast for lunch serving, chicken and waffles!*

“A healthy breakfast at the start of the day is one way to ensure students are getting the best education possible,” said *Brittni Barnes-Buchanan, Child Nutrition Director*. “National School Breakfast Week helps us educate parents and students about all the healthy, great tasting, and appealing choices we offer.” The district serves over 200 breakfast meals daily through the federally funded School Breakfast Program. School nutrition professionals in Baldwin School District prepare breakfast and lunches every day that meet federal nutrition standards – limiting fat, calories and sodium – while encouraging students to choose from the fruits, vegetables and whole grains offered with school meals.”

The “I Heart School Breakfast” campaign is made possible by the School Nutrition Association and Kellogg’s®.

Parents and students can follow the fun on [Facebook.com/TrayTalk](https://www.facebook.com/TrayTalk) using the hashtag #NSBW18

For more information about *Baldwyn School District* meals, visit www.baldwynschools.com
About National School Breakfast Week

National School Breakfast Week was launched in 1989 to raise awareness of the availability of the School Breakfast Program, a federally assisted meal program operating in public and non-profit private schools and residential child care institutions since 1975.