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**BREAKFAST BREAKS® “JUMP WITH JILL” ROCKIN’ NUTRITION SHOW
KICKS OFF TOUR IN FLORIDA SCHOOLS**

Woodbury, NY, December 8, 2009 — On December 9 -11, “rockstar nutritionist” Jill Jayne will appear in Palm Beach and Miami schools to perform the live nutrition rock concert, *Jump with Jill*. The New York City-based Registered Dietitian and musician is appearing free to schools courtesy of Breakfast BREAKS, the country’s first grab-n-go solution for school foodservice programs. This interactive show promotes healthy eating by teaching nutrition through music. The first shows are scheduled for December 9 in Palm Beach and December 10th and 11th in Miami.

Jayne’s work caught the ears of Breakfast BREAKS manufacturer East Side Entrees’ CEO Gary Davis. “Jill’s message made sense for our mission,” says Davis. “Her work energizes our efforts to assist schools in utilizing their federally allocated funds for school breakfast. We wanted to find a fun way to address a serious issue – feeding hungry children.”

East Side Entrees hosted a contest to award school districts across the nation with a chance to win live concerts performed by *Jump with Jill*. “Palm Beach County and Miami Dade Schools were selected because both of these school districts exemplify excellent feeding programs for breakfast and lunch and make every effort to provide the best possible meals to the most children,” explains Luis Santiago, vice president of sales for East Side Entrees. “Our message is that all children need breakfast each day and that it can be quick *and* healthy.”

Conveniently served in ready-to-eat “grab-n-go” packs, Breakfast BREAKS are available in several varieties: 3-packs that contain cereal, a nutritious snack, and 100% fruit juice, and the new 4-pack varieties that also include shelf-stable milk. These complete breakfasts can provide children with 25% or more of the recommended levels of key nutrients they need each day. Research has shown that kids who eat breakfast do better in school and have overall better health.

Because Breakfast BREAKS are shelf-stable, no refrigeration is required, allowing them to be served anywhere at school – in classrooms and even on buses. Each Breakfast BREAKS kit includes a spoon, napkin and moist wipe for convenience and quick and easy clean-up. Kids love the cool designs and great taste – and schools love the convenience, nutrition and portion control.

“Millions of children are going to school hungry each day even though millions of dollars in federal funding are available,” explains East Side Entrées’ Davis. The company hopes to increase awareness among schools that the School Breakfast Program exists and that federally refundable dollars are available to start a program.

Since *Jump with Jill's* inception three years ago, Jayne has performed her show for nearly 70,000 kids nationwide. For more information on Jayne, visit her blog, “On the Beat with the Rockstar Nutritionist,,” at www.jumpwithjill.com/jwj/blog.

East Side Entrees, located in Woodbury, NY, is a leading supplier of nutritious food products to America’s school children. Visit www.eastsideentrees.com to learn more about Breakfast BREAKS.

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