

got breakfast?

CONTACT:

Jill Lambert, Tel: 212.780.0200 ext. 612

Cell: 310.403.8592, jill@GroupGordon.com

**'got breakfast?' CAMPAIGN HELPS
KICK OFF NATIONAL SCHOOL BREAKFAST WEEK 2006**

NEW YORK, NY, March 6, 2006 – Starting the day with a healthy breakfast helps kids concentrate, solve problems, be creative and learn. That's why March 6 – 10 marks the USDA and School Nutrition Association's National School Breakfast Week. This effort strives to draw attention to the importance of starting the day with a nutritious meal and the fact that millions of children in need are not getting breakfast at school, even though they are eligible to receive it. These children are entitled to breakfast through the National School Breakfast Program – yet they start the school day hungry.

To help highlight this week, and to raise awareness of the importance and availability of breakfast for *all* schoolchildren, the "got breakfast?" campaign, an initiative created to raise awareness about the importance of breakfast for schoolchildren and to help combat the problem of childhood hunger in the United States, is involved in a number of activities aimed at parents, school administrators and schoolchildren. These include:

- Media Appearances
Senators Bob Dole and George McGovern -- the official spokespeople for "got breakfast?" – will appear in a segment on the "Today" show on Tuesday, March 7, and on FOX "Dayside" that afternoon.

(more...)

- Awards
The “got breakfast?” campaign will present two foodservice professionals in the Newark Public Schools with awards for “Maximizing the Implementation of the School Breakfast Program.” Valerie Wilson, Assistant School Business Administrator; and Tonya Riggins, Director, Food and Nutrition Services, will be presented with this honor at the Belmont Runyon Elementary School in Newark, NJ, on Tuesday, March 7. Senators Dole and McGovern will be on hand for the celebration, and Breakfast Breaks boxed meals will be handed out to schoolchildren as an example of a convenient and enjoyable way to start their day.
- Essay Contest Promotion
To promote the “got breakfast? Essay Contest,” which is open to schoolchildren ages 5-18, posters encouraging students to submit entries will be distributed to schools around the country, along with buttons for staff and students to wear. Students are invited to write a poem, an essay, or even a song about why breakfast is the most important meal of the day, and winners will be featured on a “got breakfast?” poster in the fall, among other prizes.

Other events for the week include events at Washington D.C.’s Cardoza High School, with a proclamation from Mayor Anthony Williams declaring the week of March 6 National School Breakfast Week; and an event at Glen Forest Elementary School in Falls Church, VA, featuring local celebrity chefs as well as Kate Coler, Deputy Under Secretary of Agriculture.

About “got breakfast?”

“got breakfast?” was formed in December of 2005. The campaign’s partners are Share Our Strength, one of the nation’s leading organizations working to end childhood hunger; the Alliance to End Hunger, a non-profit organization that engages diverse institutions in building the public will to end hunger; the National Dairy Council®, the nutrition marketing arm of Dairy Management Inc.™ and the leader in dairy nutrition research, education and communication; and East Side Entrees, maker of Breakfast Breaks and other foodservice products for schoolchildren. Senators Bob Dole and George McGovern, both longtime advocates in the fight against childhood hunger, serve as the official spokespeople for the “got breakfast?” campaign. For more information, visit www.gotbreakfast.org.

###