

SCHOOL FOODSERVICE & NUTRITION

Got Breakfast?

March 2006



To help increase student participation in the School Breakfast Program, former Senators Bob Dole (R-Kan.) and George McGovern (D-S.D.) recently joined forces with key government, non-profit and private organizations, including SNA and the National Dairy Council® to launch a “got breakfast?” promotion campaign. Dole and McGovern, who spearheaded the issue of school nutrition in Congress, kicked off the campaign by announcing an essay contest. Children nationwide are invited to submit short essays on why breakfast is the most important meal of the day and why getting breakfast at school is important.

Four winners will be announced at SNA’s 2006 Annual National Conference in Los Angeles. Pictures of the winners and portions of their essays will appear on new “got breakfast?” posters. In addition, each winner will receive a new laptop, and everyone in the winning school will get Breakfast Breaks from campaign co-sponsor East Side Entrees for a week. The essay deadline is **May 31, 2006**. Many foodservice directors who are SNA members will receive posters about the contest in advance of the deadline. For more information, visit www.gotbreakfast.org.

In addition, East Side Entrees plans to donate a portion of the proceeds from each Breakfast Breaks served to children in severe-need schools to other “got breakfast?” partners, including Share our Strength and the Alliance to End Hunger. Donations are expected to reach \$1 million in 2006.