

Got Breakfast?

Everyone knows that breakfast is the most important meal, yet millions of children in need do not eat the breakfast they are entitled to at school each day. To help solve this problem, Senators Bob Dole and George McGovern have teamed up with hunger relief organization Share Our Strength, the Alliance to End Hunger, the National Dairy Council, and East Side Entrees, makers of the nutritious, kid-friendly Breakfast Breaks, to launch the “*got breakfast?*” initiative. Breakfast Breaks plus a container of milk meets all USDA requirements for a healthy meal and solves many of the problems associated with schools not being able to get kids to eat. The goal of the “got breakfast?” educational campaign is to raise awareness and increase participation in the School Breakfast Program, so that all school-children start their day off right.



Photo courtesy "Got Breakfast" campaign

Pictured above are Senators George McGovern and Bob Dole as they unveil the new "got breakfast?" poster, which will be distributed to schools nationwide to help foster participation in the School Breakfast Program.