

got breakfast?TM
Foundation

National Award Presentation with
Anna Kournikova

Palm Beach, Florida
January 16, 2007

got breakfast?TM

On January 16, 2007 tennis star Anna Kournikova and the “got breakfast?”TM Foundation honored North Palm Beach Elementary School Principal Bill Thompson with a special recognition for his commitment to improving student health by encouraging participation in the Federal School Breakfast Program.

Principal Thompson has led the effort to utilize the Classroom Breakfast model to serve meals at his school, which studies prove increases a child’s ability to learn, improves performance and reduces health issues. Kournikova along with foundation partner Gary Davis of East Side Entrees presented the special “got breakfast?” Award to Principal Thompson during a district meeting with 180 principals and a school-wide assembly where she spoke to students about the importance of good nutrition and physical activity.



got breakfast?TM

"I am a firm believer that the first step to improving well-being is with good nutrition and when millions of students across the country are not taking part in breakfast they are missing out on the opportunity to perform their best at school. Principal Bill Thompson's work championing the Classroom Breakfast model to serve meals to his students is an excellent example of how we can get meals to children who need it the most and help them be their best."

- Anna Kournikova



got breakfast?TM

“got breakfast” was a part of a special presentation at the School District of Palm Beach Country’s meeting of 180 principals.



got breakfast?TM

“got breakfast?” visited North Palm Beach Elementary School to have breakfast with the students and conduct a special awards assembly honoring Principal Thompson.



got breakfast?TM Media Highlights



News Channel 5 Sunrise WPTV-TV

She's known for her healthy figure, today, tennis celebrity and model Anna Kournikova will meet with Palm Beach County School principals to discuss the importance of eating right. Kournikova will make a special presentation on the connection between eating a healthy breakfast and improved classroom achievement.



Channel 6 News At 6 WTVJ-TV

Your mother always told you to eat your vegetables and breakfast. Now Anna is serving up the same message, about breakfast at least. She met students at North Palm Beach Elementary to discuss the importance of eating right. After meeting with the 5th graders, she presented the Got Breakfast award to the school's principal.



got breakfast?TM Media Highlights

Tennis star boosts breakfast at area school

By Jodie Wagner Wednesday, January 24, 2007

PalmBeachPost

During the height of her professional sports career in the late 1990s, Anna Kournikova had one of the most recognizable faces in women's tennis. Today, the 25-year-old Miami resident and two-time Australian Open doubles champion is noted more for her work with children than she is for her powerful ground strokes. Kournikova, who retired from professional tennis in 2004, works with a variety of charities. Most, like the Boys & Girls Clubs of America, focus on children.

"I'm really passionate about kids," she said. "That's my priority. That's the focus of the charity work that I do."

Recently, she has turned her attention toward the "got breakfast?" Foundation, and made her first appearance for the foundation in North Palm Beach. Now in its second year, "got breakfast?" helps millions of students who qualify for free or reduced-price school breakfasts. According to the foundation, 30 million children who attend public school in the United States participate in the National School Lunch Program. Yet, only 9.6 million of those kids also eat breakfast in school, despite the availability of federal money for them to do so...

..."The funds are available," said Gary Davis, a "got breakfast?" partner and chief executive officer of New York-based East Side Entrees, which makes boxed breakfasts. "There's just creating the motivation in the community, getting the principals, getting the administrators, getting the parents, getting the children involved, getting the message out there to participate." Kournikova, he hopes, will play a big role in that.

Kournikova made her first appearance on behalf of "got breakfast?" on Jan. 16 at North Palm Beach Elementary School. Kournikova, who made her professional tennis debut at age 14, passed out cereal and juice boxes to fourth-grade students before presenting Principal Bill Thompson with a special "got breakfast?" award during a school assembly.

"The principal has made all the difference," Davis said of Thompson. "The school food-service department made it a priority to reach more children, but this particular principal made it his priority to provide breakfast in an alternate setting in the classroom. The numbers just went over the top when he did that."

got breakfast?TM Media Highlights

Kournikova gives back to kids

Published Monday, January 15, 2007

By Mario Sarmiento

SPORTS EDITOR

Circ. 21,000

Boca Raton News
BocaNews.com

Anna Kournikova has been in love with children since she herself was a child. "Ever since I was a little girl I was bubbly and very independent," she said. "I used to tie the shoelaces of the younger children; I loved to take care of younger people. I've always felt close to children. I love how curious they are."

That love has only grown since Kournikova retired from professional tennis in 2003. Since then, she has volunteered her time to the Boys and Girls Club, and in the process she said, "I've become a little kid also."

That's why she was so excited to be contacted by the "got breakfast?" foundation, a company that has created a product called "Breakfast Breaks," a grab-and-go meal consisting of cereal, graham crackers and fruit juice. Gary Davis, a representative of the "got breakfast?" foundation, said the program was designed in response to the fact that 29 million kids are signed up for the free lunch program at schools, yet only nine million of those children were taking advantage of the breakfast plan.

"The 'got breakfast?' campaign is focused on reaching as many kids as you can," Davis said. "A classroom breakfast is the best way to do that."

One local principal, Bill Thompson at North Palm Beach Elementary School, is already providing the "Breakfast Breaks" to his students, and because of that he will receive an award from Kournikova herself around 10 a.m. on Tuesday at the school, after she speak to 180 principals at the monthly principals' meeting at School District headquarters. Following the presentation, Kournikova will eat with the students and field their questions.

"It affects the well-being of kids," she said. "Breakfast is the most important meal. It gives kids the energy they need to make it through the day."

got breakfast?TM Media Highlights



Kournikova Serves Up New Dish: Breakfast
By Tennis Week
01/12/2007

Breakfast will come complete with a taste of tennis next week courtesy of Anna Kournikova. The Miami resident is headed back to school in South Florida to serve a breakfast award and speak to students about the importance of physical fitness and nutrition.

Kournikova will visit the North Palm Beach Elementary School on Tuesday to promote the "got breakfast" campaign promoting the Federal School Breakfast program. During a school-wide assembly, Kournikova will speak to students about nutrition and fitness and present principal Bill Thompson with a special recognition award for his efforts in utilizing the Classroom Breakfast model to serve meals at his school.

got breakfast?TM Mission Statement

“got breakfast?”TM works to ensure that every child, regardless of background, starts the school day with a nutritious breakfast in order to learn, grow and develop to the fullest potential. By bringing together the public, private and non-profit sectors, the Foundation will educate communities across the country on the lifelong benefits of eating nutritious meals and help children lead healthy and strong lives.

Partners in the “got breakfast?”TM Foundation are Share Our Strength, the Alliance to End Hunger, the National Dairy Council, Minute Maid, the Cartoon Network, General Mills and East Side Entrees.



got breakfast?TM How You Can Help

We would appreciate the opportunity to discuss the various ways “got breakfast?” can work with others to help more children access nutritious breakfast meals.

For more information please visit www.gotbreakfast.org

For additional inquiries please contact:

Philip Ramirez
“got breakfast?”TM
(212) 780-0200 x 103
Philip@GroupGordon.com