



National School Breakfast Week Wrap Up

School Nutrition Association (online)

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March 14, 2007 -- Last week, students across the country "traveled" the world in celebration of National School Breakfast Week 2007. This year's theme, "A World of School Breakfasts" had students displaying their passports as they sampled breakfast fare from places as far a field as Australia, China, Egypt, Italy, and Mexico. Here are just some of the exciting activities that schools from California to Pennsylvania held to get students enthusiastic about the health and nutrition benefits of school breakfast:

- Pupils at one school in the Palermo Unified School District in California decorated their cafeteria with a map of the world, highlighting the five theme countries. Students received a passport sticker each day they ate school breakfast.
- The Centerville Elementary School in Snellville, GA invited parents and local legislators to share breakfast with the entire student body.
- The Jack Jouett Middle School in Charlottesville, VA decorated the cafeteria with red, yellow, and green traffic lights, emphasizing the message, "Stop, Slow Down, Go Directly to Breakfast!"
- The Mill Road School in North Haven, Connecticut invited a local chef into the school to talk about breakfast nutrition.

School breakfast programs also received a good serving of attention from the media:

- TV morning news programs in Washington, DC and Denver, CO invited SNA spokespersons into their studios to showcase the many nutritious and great tasting breakfast items available for students.
- The Burlington County Times, based outside of Philadelphia, PA highlighted the school breakfast program in Pemberton Township, PA schools. The district was recognized by the "got breakfast?" Foundation for its work in getting students to eat school breakfast.
- An article in the Tennessean, one of the Tennessee's largest newspapers announced Governor Phil Bredesan's support of school breakfast programs.

On Monday, March 5th, the "got breakfast?" Foundation announced two initiatives to reach children who do not eat breakfast. The "got breakfast?" Foundation awarded a total of \$35,000 in grants to four schools across the country to implement classroom breakfast programs. The "got breakfast?" Foundation also released its Classroom Breakfast Playbook, an informational survey and manual written by Tami Cline. The book takes a look at the research and opinions of foodservice directors throughout the country that prove classroom breakfast raises test scores, reduces health issues, and doubles participation numbers in the School Breakfast Program.

For further information on National School Breakfast Week, please see Related Links.