

got breakfast?

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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, on Tuesday, December 20, at the National Press Club in Washington D.C., Senators Bob Dole and George McGovern 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 schoolchildren start their day off right.



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.



Pictured above, left to right, are the partners in the “got breakfast?” campaign: Camellia Patey, Vice President, National Dairy Council; Patricia Nicklin, Managing Director, Share Our Strength; Senator George McGovern; Gary Davis, CEO, East Side Entrees and creator of Breakfast Breaks; and Max Finberg, Director, Alliance to End Hunger.



Pictured above: Gary Davis, CEO of Woodbury, NY-based East Side Entrees and creator of Breakfast Breaks, the recently launched kid-friendly, “grab-and-go” boxed breakfast that helps encourage schoolchildren to participate in the School Breakfast Program and start their day with a nutritious meal.

Photo credit: “got breakfast?” campaign.

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