

Getting More Students to Blast Off with Breakfast
“Out of This World” Campaign Encourages Forrest City School District Families to Choose Breakfast at School

FORREST CITY, AR –FEBRUARY 19, 2020– To encourage more families to take advantage of the healthy choices available for school breakfast, the Forrest City School District will celebrate National School Breakfast Week, March 2-6, 2020.

Busy weekday mornings make it a challenge for many families to find time for a healthy breakfast. However, US Department of Agriculture data show that more and more students are starting their day with a nutritious breakfast in their school cafeterias. The USDA School Breakfast Program currently serves **14 million students** every day. Studies show that students who eat school breakfast are more likely to:

- Reach higher levels of achievement in reading and math
- Score higher on standardized tests
- Have better concentration and memory
- Be more alert
- Maintain a healthy weight

The National School Breakfast Week (NSBW) campaign theme, **“Out of This World,”** reminds the entire school community that school breakfast provides a healthy and energizing start to the day for students. Students will be encouraged to show their enthusiasm for school breakfast from March 2-6 with special menus, cafeteria events, and more. Students and staff are encouraged to “Take the School Breakfast Challenge” of eating school breakfast every day during this week.

“A healthy breakfast at the start of the day is one way to ensure students are getting the best education they can,” said Cynthia Gammon, Child Nutrition Director. “National School Breakfast Week helps us educate parents and students about all the healthy, great tasting, and appealing choices we offer. Students can blast off to success in the classroom and beyond by eating breakfast at school to reach the outer limits of their potential.”

The district serves over 1,300 breakfast meals daily through the federally funded School Breakfast Program. School nutrition professionals in the district prepare breakfasts and lunches every day that meet federal nutrition standards – limiting fat, calories and sodium – while encouraging students to choose from the fruits, vegetables and whole grains offered with school meals. Whole grain breads and cereals, fresh fruits, 100% fruit juices, and low fat milk are served throughout the year on the breakfast menus. Students at Central Elementary are served breakfast in the classroom. This method of service has increased student participation since its start in 2016. Adults are invited to breakfast at all schools, and can purchase a complete breakfast for \$2.20.

The “Out of This World” campaign is made possible by the School Nutrition Association and Kellogg’s®.

About National School Breakfast Week

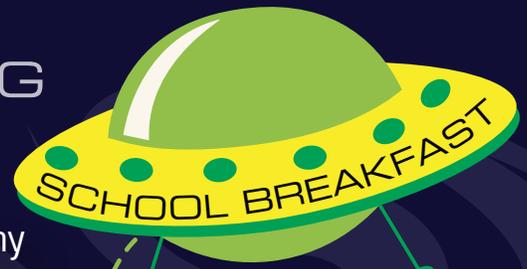
National School Breakfast Week was launched in 1989 to raise awareness of the availability of the School Breakfast Program, a federally assisted meal program operating in public and non-profit private schools and residential child care institutions since 1975.



A GALAXY WORTH VISITING



Parents: Your child can get healthy breakfast options at school that are out of this world!



SCHOOL BREAKFAST OUT OF THIS WORLD!™

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THE SCHOOL BREAKFAST PROGRAM SERVES MORE THAN **14 MILLION** CHILDREN EVERY SCHOOL DAY!



NATIONAL SCHOOL BREAKFAST WEEK

MARCH 2-6, 2020

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