March X, 2018

Name of Contact
Phone Number
Email

 **[Name of School District] Celebrates National School Breakfast Week**

[City, State] —National School Breakfast Week (NSBW), taking place March 5-9 this year, is a celebration of the school breakfast program, a federally funded program that makes it possible for all school children in the U.S. to receive a nutritious breakfast every school day. [Name of school district] is using the weeklong celebration to bring attention to the successful breakfast programs at its schools.

[Paragraph describing school district’s events planned for NSBW. Examples may include: special events, decorations, photo contest, special menu items, and more].

 “More students in [name of school district] are starting the day with a nutritious meal to support their health and learning,” said [school district spokesperson]. “We are seeing the benefits from the rise in school breakfast participation. We have fewer students coming late to class, and many teachers report improved concentration and participation among their students since we started serving breakfast in the classroom [insert other school breakfast model as necessary]. And that’s why we’re celebrating school breakfast this week.”

According to the Food Research & Action Center (FRAC), [name of school district] ranks [X] in school breakfast participation among XX large school districts that they surveyed, and [state] ranks [X] nationally in school breakfast participation.

Now in its 29th year, NSBW is an opportunity for school districts to ensure that parents and community members are aware of the healthy and tasty breakfast options available to students at school, as well as the numerous benefits of school breakfast. Eating breakfast at school can [improve student academic performance and behavior](http://frac.org/research/resource-library/breakfast-for-learning) in the classroom, as well as [improve health and reduce hunger](http://frac.org/research/resource-library/breakfast-for-health) among children who have limited or uncertain access to food at home. To find out more about what’s happening this week in [name of school district], go to [link to website].

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