*Sample press release. Resource for: communications department. Target audience: community/local press*

[LEAVE ROOM FOR LETTERHEAD]

FOR IMMEDIATE RELEASE

[Date]

[Name]

[School]

[Phone]

[Email]

**[Insert School] to offer [insert breakfast model] starting [insert date]**

[City, State] — [Insert school] is slated to offer [insert breakfast model] beginning [insert date]. In the past, students who wanted to eat breakfast had to arrive at school early and eat in the cafeteria. Many students are unable to get to school early due to hectic morning schedules. With the new breakfast model, nutritious meals will be offered to all students [at kiosks in the school/in the classroom] at the start of every school day.

According to the Food Research & Action Center’s “Breakfast for Learning,” a growing body of research shows that students who experience hunger have poorer cognitive functioning and are less able to succeed academically. In addition, absenteeism, tardiness, and visits to the school nurse are more common among students with hunger.[[1]](#footnote-1)Offering school breakfast not only improves the health and well-being of students, but it also supports the school learning environment. With this alternative breakfast program, [insert school] will be better able to meet the needs of more students on a regular basis and improve its performance as a school.

[Insert school] wants to inform the community as the transition to [insert breakfast model] begins. Moving forward, [insert school] anticipates that participation in school breakfast will increase and the learning environment among the school community will improve.

1. [↑](#footnote-ref-1)