

Enter to Win: SCHOOL BREAKFAST CONTEST

Show Us How Your School Celebrates Breakfast And You Could Win Big!

Let's Celebrate #NSBW18



Kellogg's® and the School Nutrition Association are proud to help you celebrate National School Breakfast Week – **March 5-9, 2018**. We'll be joining in the celebration as we recognize schools that go above and beyond in spreading the word about the benefits of a healthy school breakfast.

How to Enter

To enter the contest, show us the **creative and innovative** ways you are **increasing breakfast participation** via the link below.



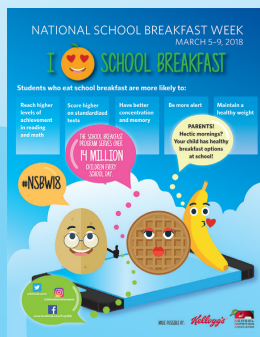
You Could Win:

Registration and recognition at 2018 SNA's Annual National Conference in July – as well as a fun and delicious **Kellogg's® prize package**.

Enter today by submitting your school's winning ideas at:

www.schoolnutrition.org/nsbw

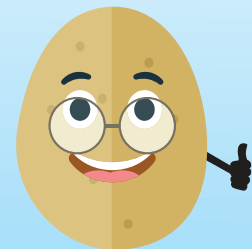
Entry period runs **February 20 – March 30, 2018**.



Other Ways to Promote National School Breakfast Week in Your School?

Download SNA's #NSBW18 toolkit for tips and ideas to help you plan events at your school cafeteria around this year's emoji-inspired theme **I SCHOOL BREAKFAST**

www.schoolnutrition.org/nsbw



*ABBREVIATED RULES: No Purchase Necessary. Begins 2/20/18 at 12:00:00 AM (ET) and ends 3/30/18 at 11:59:59 PM (ET). To enter or for complete Official Rules, go to www.KelloggsSpecialtyChannels.com/NSBW. Open to legal residents of the fifty (50) United States and District of Columbia who are 18 years of age or older; and are a K-12 foodservice operator. Void where prohibited. Subject to complete Official Rules. Sponsor: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016. School Nutrition Association, 120 Waterfront Street, Suite 300, Oxon Hill, MD 20745

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