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**FOR IMMEDIATE RELEASE**

**Media contact:**

[SNA Member name]

[Phone]

[Email]

**Students Can “Dig In” to Healthy Breakfast Options at School**

*National School Breakfast Week Campaign Focuses on Benefits of School Breakfast*

[CITY, STATE] –[MONTH] [DATE], 2023 – To encourage more families to take advantage of the healthy choices available with school breakfast, [District] schools will celebrate National School Breakfast Week (NSBW) during March 6-10, 2023. The NSBW campaign theme, “DIG IN to School Breakfast,” reminds the entire school community that healthy breakfast options available at school provide an energizing start to the day for students.

U.S. Department of Agriculture data show that more and more students are starting their day with a nutritious breakfast in their school cafeterias. The School Breakfast Program serves more than **14 million students** every day.

Busy weekday mornings make it a challenge for many families to find time for a healthy breakfast. Fortunately, [District] schools offer nutritious school breakfasts, complete with fruit and low-fat or fat-free milk, to ensure students are fueled for learning every school day. [Insert details about how your program is offering school breakfast this year.]

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

School nutrition professionals and students will be encouraged to show their enthusiasm for school breakfast from March 6-10 as the district celebrates NSBW with special menus, activities, and more. [Insert details on your planned activities for “DIG IN to School Breakfast” meal plans and/or date and time of special NSBW events.]

“A healthy breakfast at the start of the day is a great way to ensure students are nourished and ready to learn,” said [Director name, title here]. “National School Breakfast Week helps us educate parents and students about all the nutritious and delicious choices we offer.”

[Insert details about specific healthy foods served during NSBW and throughout the year. Also mention if your program is increasing participation via different service models like Breakfast in the Classroom or Grab and Go Breakfast.]

The “DIG IN to School Breakfast” campaign is made possible by the School Nutrition Association and Kellogg’s®.

Parents and students can follow the fun on [Facebook.com/TrayTalk](http://www.facebook.com/traytalk) using the hashtag #NSBW23.

For more information about *[school’s]* meals, visit [District nutrition program website] or [www.schoolnutrition.org/SchoolMeals](http://www.schoolnutrition.org/SchoolMeals).

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 childcare institutions since 1975.

About [INSERT YOUR SCHOOL DISTRICT BOILER PLATE HERE]