

*National School Lunch Week 2008
Vote for School Lunch - the Presidential Edition*

Session: Monday July 21, 2008 - 2:15-3:15pm



*Official Site: www.VoteForSchoolLunch.org
Member Site: www.schoolnutrition.org/vote*

Contact Information

*Jen Lewi – jlewi@schoolnutrition.org – 703 739 3900 x139
Laura Maynard – lmaynard@schoolnutrition.org – 703 739 3900 x120*





Vote for School Lunch – Presidential Edition National School Lunch Week October 13-17, 2008 www.VoteForSchoolLunch.org

Vote for School Lunch is back for the 2008 Presidential Edition with a new selection of healthy and active school lunch candidates. Who will the nation's students elect as 'President of School Lunch'?

The School Lunch Choices

Pete Pizza (2006 winner) and Biff Burger (2007 winner) are competing for the Presidency against the 3 winning entries from the 2007 Design a Candidate Contest: Gloria Grilled Cheese, Larry Lasagna and Petunia Pita Pocket.



Kids get to Vote for a President too!

The promotion is a fun way to get kids aware of and involved in the voting process, especially in the build up to the 2008 presidential election. At the same time, the campaign will deliver some important messages about the National School Lunch Program (NSLP) in the build-up to National School Lunch Week (NSLW), October 13-17, 2008.

New the Year - Getting Active!

To help communicate the message of eating right and being active, the 2008 Candidates all have a physical activity ranging from organized team sports to dancing with their friends.

Prizes for the Top 3 Voting States

This year is the final year for Vote for School Lunch and the official President of School Lunch will be elected by students across the country. In celebration, the three states that bring in the highest amount of votes will each receive a prize pack for their State Association. The prize pack includes Emporium Gift Certificates, a plaque and PR recognition, so be sure that all your students vote this year!

For more information and complete rules please visit www.schoolnutrition.org/vote

How to Vote

Voting will take place online at www.VoteForSchoolLunch.org. The official voting period is between August 1 and October 17 (the last day of NSLW 2008), with the winner to be announced on Friday October 24, 2008.

Voting can also take place in classrooms and cafeterias using SNA's Paper Ballots, found in the Vote Toolkit at www.schoolnutrition.org/vote





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Meet the Candidates



Pete Pizza

Make the right choice and power up with pizza!

Menu: Pizza with a low fat cheese and whole-wheat crust

Activity: Baseball

Notable Fact: 2006 Vote for School Lunch Winner



Biff Burger

You'll flip for Biff Burger! He's the lean, clean, protein machine.

Menu: Low fat burger with healthy toppings and a whole-wheat bun

Activity: Football - he's the quarter pounder!

Notable Fact: 2007 Vote for School Lunch Winner



Gloria Grilled Cheese

I offer some serious "grill" power, from whole-wheat slices of bread to calcium-packed cheese.

Menu: low fat grilled cheese and whole wheat bread sandwich with tomato soup

Activity: Ice skating

Notable Fact: Design A Candidate Winner



Larry Lasagna

When the hunger is upon ya, choose lasagna!

Menu: Vegetarian lasagna

Activity: Street Dancing

Notable Fact: Design A Candidate Winner



Petunia Pita Pocket

I'm the only pocket you should ever pick!

Menu: Turkey and broccoli slaw in a whole-wheat pita

Activity: Soccer

Notable Fact: Design A Candidate Winner





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Key Messages

- School lunches can be kids' favorite dishes, and be nutritiously prepared at the same time.
- "These are not your mom's school lunches." The campaign seeks to debunk myths about the quality and nutritional content of School lunches including that NSLP serves junk food.

www.schoolnutrition.org/vote

Our member website has a complete array of tools and celebration ideas to help promote the vote, including:

- Menus for NSLW based for 5 lunches
- Toolkit with ideas and instructions
- Feedback sweepstakes
- Backpack brochures for students and parents
- Downloadable presentations
- Press releases and Proclamations
- Activity sheets
- Banner ads for school websites
- Permission form for logo usage

Emporium

Visit SNA's Emporium at www.emporium.schoolnutrition.org for official Vote – Presidential Edition merchandise including:

- Posters
- Pencils
- Balloons
- Buttons
- Aprons
- T-shirts
- Activity Books
- Rulers
- Tote Bags
- Mugs

Next Steps!

To help get your 'Vote for School Lunch' celebration started check out www.schoolnutrition.org/vote for menus, toolkits, activity sheets, celebration ideas and much, much more!

Please also help promote awareness of the 'Vote for School Lunch' Campaign by adding a link to www.VoteForSchoolLunch.org on your website or writing an article in your newsletter or other communications.

***Vote for School Lunch 2008 –
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SCHOOL FOODSERVICE

