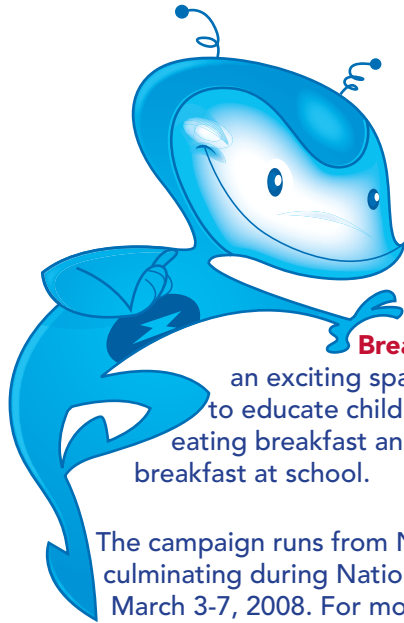


PARENTS

National School Breakfast Week
March 3-7, 2008



National School Breakfast Week (NSBW) raises awareness of the availability of the School Breakfast Program to all children.

This year's theme is **'School Breakfast. Fuel Your Imagination'**; an exciting space based campaign designed to educate children about the importance of eating breakfast and the benefits of eating breakfast at school.

The campaign runs from November 2007 to March 2008, culminating during National School Breakfast Week, March 3-7, 2008. For more information, contact a School Nutrition Professional at your child's school or visit www.schoolbreakfast.org.

What will your kids find at School Breakfast?

Menus change daily, but are designed to meet your child's needs. The breakfast line-up includes this good stuff:

- Milk
- Fruits, 100% juice or vegetables
- Breads or other whole grains including cereal
- Meat and/or meat alternates

Contact SNA—For additional information about the School Nutrition Association (SNA), School Breakfast—Fuel Your Imagination or the School Breakfast Program, please contact us at 1 800 877 8822 or visit us online at www.schoolnutrition.org/parents

Why Get Involved?

There are galaxies of reasons to get involved. Below are a few of the fun things for you and your kids to do at www.schoolnutrition.org:

Creative Writing Contest—Encourage your kids to enter the 'Fuel Your Imagination' creative writing contest and show how a nutritious school breakfast fuels their imagination, and helps them be their best. Kids can find tips on how to write a winning story and contest rules at www.schoolbreakfast.org

Rocket Race—Get your kids to vote for their favorite spaceship. Will the Lunar Eggsplorer edge out the Bagelstar Galactica and blast off to Planet Breakfast?

Cosmic Quiz—It's not rocket science, but your kids will like it and you may learn a thing or two!

The most important reason—Find out more about the benefits of eating breakfast at school and how it can help fuel your child's body, mind and imagination.

Why School Breakfast?

School Breakfast really is the most important meal of the day for kids as it provides the necessary fuel to start a day of learning and achievement. Research has shown that children who eat breakfast have:

- **Higher Academic Scores**
 - Students who eat breakfast earn, on average, a letter grade higher in math than kids who don't according to *Pediatrics Magazine*
 - Studies have also shown eating breakfast results in higher test scores¹
- **Improved behavior**
 - Hungry children are more likely to have discipline problems
 - Satiated teens are less likely to be suspended from school²
- **Reduced tardiness and absenteeism**
 - Kids who participate in the School Breakfast Program are tardy and/or absent from school less often²

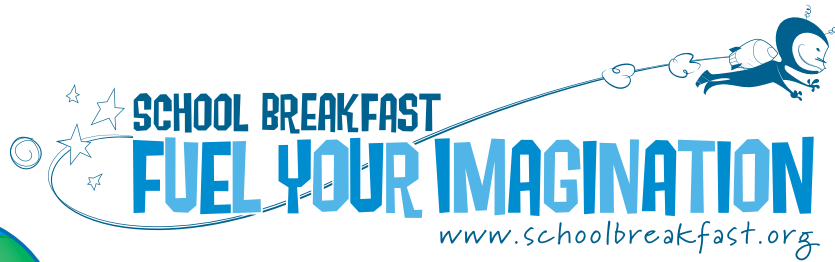
¹ www.schoolnutrition.org

² "School Breakfast Scorecard 2006"; Food Research and Action Center; www.frac.org

Made possible by:



STUDENTS



Greetings Earthlings!

The interactive space themed 'School Breakfast—Fuel Your Imagination' campaign is about how eating a healthy school breakfast can fuel you up to be your best.

So put on your space suit and visit www.schoolbreakfast.org to try out the fun quizzes, pick your favorite breakfast rocket and find out about the creative writing contest.

Spot the Difference

At first glance these two pictures of the space monkey look identical, but can you spot 6 differences?



1. Bananas are not on tray, 2. Foot is a different color, 3. Tail is in a different location, 4. USA patch is rotated on the sleeve, 5. Collar is blue instead of red, 6. Tray is a different color.

Rocket Race

Which rocket would you like to see blast off to Planet Breakfast?



Bagelstar Galactica



Lunar Eggexplorer



Sausage Saucer

These 3 cool rockets are on the launch pad, but only one will receive enough fuel to blast off. Fuel your favorite at www.schoolbreakfast.org,

The nation's favorite rocket will blast off to Planet Breakfast on March 7, 2008.

Creative Writing Contest

Introducing the Fuel Your Imagination creative writing contest, challenging students nationwide to write a short creative story (max 250 words) on how eating a school breakfast can help kids 'fuel their imagination', be the best or achieve their dreams.

The three stories judged to be the best by a panel of judges will be professionally illustrated and displayed for the whole world to see on the official 'Fuel Your Imagination' web site at www.schoolbreakfast.org. Find out more, including how to enter at www.schoolbreakfast.org.