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Students Power Up for School Breakfast

ALEXANDRIA, Va. (February 17, 2009) – Kids are a lot like superheroes – both need a lot of strength to meet the challenges they face everyday. A nutritious and healthy school breakfast gives students the energy to overcome barriers and succeed academically each day. This year, the School Nutrition Association will encourage more students to participate in school breakfast programs nationwide by teaming up with some very special superheroes for the “Power Up! With School Breakfast” campaign.

During this year’s National School Breakfast Week, students nationwide are invited to join the School Breakfast Heroes – Mr. Breakfast, Crunch, Fruit Avenger, Yogurl, Susie Powers the Sandwich Sensei, and their trusty sidekick Eggbot – on a morning adventure as they join together to rescue hungry kids from the plague of the Breakfast Skipper! From March 2-6, 2009, school cafeterias nationwide will encourage students to power up with a healthy, nutritious school breakfast.

Through out the week, students will learn about the health and academic benefits of starting their day with a balanced school breakfast. Through “Design Your Own Superhero” contests to creative writing projects, students will be able to learn about the power of breakfast and it’s awesome effect on academic achievement and overall student health.

School breakfast provides the necessary energy to start a day of learning and achievement, providing 25 percent of the recommended daily allowance of protein, calcium, iron, vitamins A and C and calories and meeting the Dietary Guidelines for Americans. Research has shown that children who eat breakfast at school:

- Score better in standardized tests
- Have fewer health issues
- Behave better in class

Furthermore, research indicates that kids who skip breakfast rarely make up for missed nutrients later in the day so skipping breakfast could also affect students’ performance in after-school activities.

All school meals are served in age-appropriate portion sizes and schools have many different serving techniques - from ‘grab and go’ bags and hallway kiosks to breakfast in the classroom and traditional cafeteria service. Many schools are

offering breakfast at no cost to students because of the proven value of eating breakfast. School breakfast today includes whole grains found in cereal, cereal bars and bagels, as well as fruit and low fat dairy including milk and yogurt.

The positive effects that eating breakfast has on students' performance in school continues to grow as more schools are serving breakfast. The School Breakfast Program has been in place for about 40 years and today over ten million children eat school breakfast everyday.

The School Nutrition Association launched NSBW in 1989 to raise awareness about the availability of breakfast for all students at school and to draw attention to the link between eating a good breakfast and cognitive growth. SNA's National School Breakfast Week promotions are made possible with support from the National Dairy Council and General Mills Foodservice.

The School Nutrition Association is a national, non-profit professional organization representing more than 55,000 members who provide high-quality, low-cost meals to students across the country. The Association and its members are dedicated to feeding children safe and nutritious meals. Founded in 1946, SNA is the only association devoted exclusively to protecting and enhancing children's health and well being through school meals and sound nutrition education.

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