

# School Breakfast



National School Breakfast Week

March, 8-12, 2010

## Ready, Set Go!

*The 'School Breakfast – Ready Set Go!' campaign will introduce students to the importance of school breakfast and will demonstrate how eating school breakfast sets you up for a busy day at school. The "Ready Set Go!" theme will also help students learn about the importance of eating healthy and being active.*

*The campaign runs from January 2010 to March 2010, culminating during National School Breakfast Week, March 8-12, 2010.*



### Key Message

Eating School Breakfast makes you ready for a day of learning and achievement, *and* meets dietary guidelines.

### What does School Breakfast make you Ready for?

New this year is a drawing contest, where students will have the opportunity to fill in the blank "School Breakfast – Ready Set Go \_\_\_\_\_!" and illustrate their answer.

Three national winners will receive a prize pack. The local contests will run January 1, 2010 to March 12, 2010, and national entries are due March 31, 2010. Find out more at [www.schoolnutrition.org/nsbw](http://www.schoolnutrition.org/nsbw)

## School Breakfast



read  
play  
learn  
run  
dream





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[www.schoolnutrition.org/nsbw](http://www.schoolnutrition.org/nsbw)

Our member website has a complete array of useful tools and celebration ideas to help make your ready for a successful NSBW, including:

- Menus for NSBW based for 5 breakfasts
- Toolkit with ideas and instructions
- Ready Set Go! Participation tracker 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 [emporium.schoolnutrition.org](http://emporium.schoolnutrition.org) for official NSBW merchandise including:

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

### Next Steps

To help get your School Breakfast celebration started check out [www.schoolnutrition.org/nsbw](http://www.schoolnutrition.org/nsbw) and download the toolkit.

As always SNA members ultimately determine the success of NSBW – so what are you waiting for?

**Ready, Set Go!**



School Breakfast – Ready Set Go!  
made possible by:

