



Making the right food choices, together.

Vote for School Lunch - Fact Sheet

Vote for School Lunch is a chance for the nation's students to select their favorite school lunch entree from a list of 5 choices that have been transformed into 'candidates' and will be campaigning for votes across the country. They are:

- Biff Burger
- Pippa Potato
- Jesse Wrap
- Yumi Rice Bowl
- Patty Mac 'N' Cheese

The promotion is a fun way to get kids aware of and involved in the voting process, especially in the build up to next year's 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 15-19, 2007.

Voting will take place online at www.VoteForSchoolLunch.org. This site will be available from June 1, 2007 and the official voting period is between August 1 and October 19 (The last day of NSLW 2007), with the winner to be announced on Monday October 22, 2007. Voting can also take place in classrooms and cafeterias using SNA's Paper Ballots, found in the Vote Toolkit.

Vote for School Lunch 2007 also includes a 'Design a Candidate' contest, challenging students to design and name their own candidates, with 3 national winners having their designs professionally created to run in our 2008 campaign.

Key Messages:

- School lunches can be kid's 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.

Support Messages:

- School lunches meet the Dietary Guidelines for Americans and are served in age appropriate portions.
- Research has shown that school lunches have a superior nutritional content than bag lunches including more fresh fruits and vegetables.
- Research has shown a link between school lunches and improved scores in standardized tests.

www.VoteForSchoolLunch.org

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What is...?

National School Lunch Program (NSLP)

- The NSLP began in 1946 and is the largest of the federal child nutrition programs.
- Congress appropriated \$11.417 billion for the child nutrition programs for fiscal year 2005.
- More than 29 million children are served lunch every school day, in more than 99,000 schools.
- 95 percent of elementary and secondary school students are enrolled in schools that participate in the NSLP.

National School Lunch Week (NSLW)

- Created in 1962 by President John F. Kennedy.
- NSLW is a celebratory week of events and activities promoting the benefits of the NSLP.

School Nutrition Association (SNA)

- SNA is the only national association devoted exclusively to protecting and enhancing children's health and well being by providing healthy school meals and sound nutrition education.
- SNA represents more than 55,000 members who provide high-quality, low cost meals to students across the country. SNA has 52 State affiliates and hundreds of local chapters.
- Every year, SNA champions NSLW and raises the profile of the critical NSLP via themed marketing, promotion and by supplying tools and resources to help the nation celebrate NSLW.



Yumi Rice Bowl



Pippa Potato



Patty Mac 'N' Cheese



Jesse Wrap



Biff Burger

