



## *Vote for School Lunch – Presidential Edition National School Lunch Week October 13-17, 2008*

*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'?

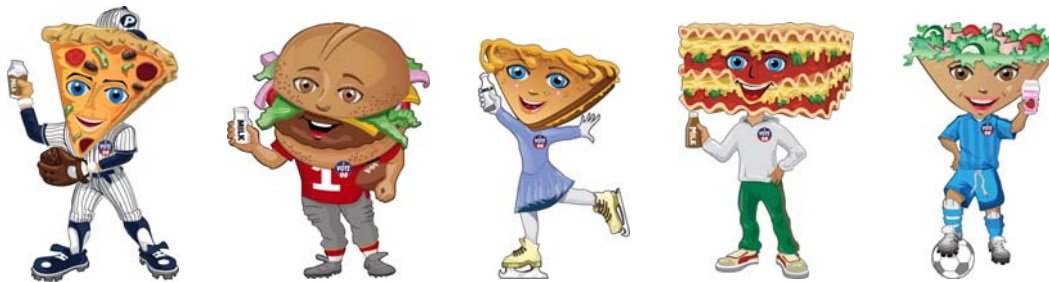
### *The School Lunch Choices*

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.

### *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](http://www.schoolnutrition.org/vote)



### *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.

### *How to Vote*

Voting will take place online at [www.VoteForSchoolLunch.org](http://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](http://www.schoolnutrition.org/vote)



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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.



### *Emporium*

Visit SNA's Emporium at [www.emporium.schoolnutrition.org](http://www.emporium.schoolnutrition.org) for official Vote – Presidential Edition merchandise including:

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

### *Next Steps!*

To help get your 'Vote for School Lunch' celebration started check out [www.schoolnutrition.org/vote](http://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](http://www.VoteForSchoolLunch.org) on your website or writing an article in your newsletter or other communications.

### *[www.schoolnutrition.org/vote](http://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

### *Vote for School Lunch 2008 – Presidential Edition made possible by:*

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SCHOOL FOODSERVICE