

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



read
play
learn
run
dream





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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 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 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:

