

Breakfast = Achievement



Dear School Nutrition Professional:

The following fact sheet is designed to help you communicate the introduction of your Expanding Breakfast program to students and motivate them to participate.

It is general in nature since there is essential information specific to your operation that you will need to include. Please do not use it as a stand-alone piece, rather provide it as part of a presentation, at an assembly for example, or distribute it with a cover letter that includes other details, such as:

- Specifics on what type of Expanding Breakfast program you are implementing
- How the program will work
- Examples of menu items
- When the program will begin

Also, you might prefer to use this sheet as a guide for ideas and thought starters for designing your own communications piece for students.

Remember, Breakfast Equals Achievement!

(This cover letter corresponds to the Student Fact Sheet, which is coded STU in the bottom right corner)

Breakfast at School... How COOL Is That?!

So, you hit that snooze button 27 times and didn't have a chance to eat breakfast! Or, you just can't eat first thing in the morning, but are totally starved by the time you get to school. Get your day off to an awesome start with breakfast at school.



Breakfast Really Gives You a Morning Jump Start

- Delicious food items you really like each morning
- You get to eat breakfast with your friends
- Cures that sick, hungry, tired feeling
- Your stomach won't growl in class (no more embarrassing moments!)
- One less hassle to deal with at home before coming to school



We've Done the Math! Research Proves Eating School Breakfast Boosts Learning

- Helps to score higher on tests, and improve grades
- Makes it easier to pay attention in class
- Gives more energy to feel and perform better



**And All I Have to Do is Eat Breakfast in School? What a No Brainer!
Start Eating School Breakfast Today!**