**School Breakfast Newsletter Inserts**

Promote the School Breakfast Program in your school or organization’s newsletter! Customize these sample inserts to create a new message each month. Add or delete wording to make the information specific to your school.

MCj04346310000[1]**We Need YOU!**

Would you like to make a difference in your child’s school? Well, here’s how!

**(USE ONE OF THE FOLLOWING)**

**A:** Every year, your family receives a Free and Reduced Price Meal Application. It is important to fill out this form and return it to school for two reasons:

1. The application lets us know if your child is eligible for free or reduced price school meals. Children from families that earn below a certain income level can receive free or reduced price lunch and breakfast at school.

2. Applications are used to match funding our school receives for resources for students such as books and classroom furniture.

The application is easy to fill out and easy to understand. Also, you do not have to worry about your information being shared with others because application information is CONFIDENTIAL. Support the School Breakfast Program today by completing your application! If you have any questions, feel free to contact the school’s front office.

**B:** Encourage them to try out the School Breakfast Program! Mornings can be hectic and making sure your kids eat a healthy breakfast can be difficult in the thick of the A.M. rush. Fortunately, a nutritious, balanced meal is offered in school at the start of each day! It’s fun, easy, and provides your children with the fuel they need to energize their day and perform their very best. So don’t let them run on empty…give school breakfast a try today!

MCj04346330000[1]**Give your child a healthy start!**

Mornings can be rushed, but it is important to make time for breakfast.

Children can benefit from the School Breakfast Program! Studies show that school breakfast can raise test scores while improving classroom attentiveness and behavior. Make sure your kids start the school day with a healthy meal!

MCj04346350000[1]**School Breakfast - Good for Kids and Good for Parents!**

For parents with busy schedules, it can be hard to make sure that kids are eating a healthy breakfast before they go to school in the morning.

Sometimes children aren’t hungry right after waking up, and it’s hard to find food they like to eat that is also healthy. Also, some kids refuse breakfast at home but are hungry when they arrive at school. Fortunately, we have a great breakfast program for all students, and it’s available at school every day.

If morning meals are difficult for your family, let the School Breakfast Program help you out!

MCj04346370000[1]**School Breakfast Facts**

A great breakfast program is offered at school every day!

Here are some fun facts about school breakfast:

* *It’s easy!* Instead of running around in the morning trying to make sure your children eat a healthy meal, let us do the work. They can get a great breakfast at school, and there will be no dishes for you to wash!
* *It’s affordable!* If qualified, your child may be able to get breakfast at a reduced price or for free. If your child already eats a free or reduced price lunch, they automatically qualify for a free or reduced price breakfast.
* *It’s tasty!* Schools now have more variety to choose from when deciding what to offer your children for breakfast. Request a menu so you can view what your child may be eating at school.
* *It’s good for the brain!* Research suggests that not having breakfast can affect children’s intellectual performance (CDC).

MCj04346150000[1]**Start the Day (and the Year) Right!**

Make giving your kids a healthy breakfast every day one of your New Year’s resolutions.

If you’re short on time in the morning or your kids aren’t hungry when they wake up, send them to school for breakfast. Healthy food choices are available every morning in the cafeteria for ALL students. We cannot wait to see them there!

Help your kids to make this semester a success - encourage them to eat breakfast!

**MCj04346170000[1]Breakfast Logic**

Breakfast is a good thing!

When students need to take achievement tests, schools strongly urge them to eat breakfast first on testing days. Why? Because we know that when students eat breakfast, they perform better and are better able to concentrate. Yet on “normal” days, many students fail to eat breakfast; they’re too busy, too tired, or just don’t know what to eat.

Let’s help students to perform better every day, by making sure they eat a healthy breakfast at home or at school.

MCj04346190000[1]**National School Breakfast Week**

Let’s Celebrate Breakfast!

During March, schools throughout the country will celebrate National School Breakfast Week with visits from national, state and local leaders, food demonstrations, games and other activities. It is a great time for your child to try school breakfast! [**You may wish to add information on your school/district’s breakfast week events**]

MCj04346210000[1]**What’s Cooking?**

At school, there’s always a meal ready to be served!

Some mornings, it’s tough to find the time to make sure your kids are eating a nutritious breakfast. On those days, why not send them to the School Breakfast Program? Each meal meets government nutritional guidelines and standards. Schools are required to provide a breakfast meal that includes fruit, whole-grain rich items, and low fat or fat free milk. Check your child’s menu to see the variety of nutritious choices available at School Breakfast, or stop by to sample the food yourself!

MCj04346230000[1]**School Breakfast is Cool!**

Everyday is a perfect day for school breakfast!

As the summer approaches, kids often become more restless and distracted at school. You can help to make sure that their last weeks of school are productive by ensuring that they begin the day with a nutritious breakfast. Studies show a good breakfast makes kids more alert, less distractible, and better behaved in school; it can even improve their test scores!

Let’s keep our students focused by making sure they begin every school day with a balanced meal at home or at the School Breakfast Program.