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“START YOUR ENGINES” CAMPAIGN ENCOURAGES ALASKAN FAMILIES TO CHOOSE SCHOOL BREAKFAST

ANCHORAGE, AK – FEBRUARY 28, 2019 – To encourage more families to take advantage of the healthy choices available for school breakfast, schools throughout will celebrate National School Breakfast Week, March 4 – 8, 2019.

Busy weekday mornings make it a challenge for many families to find time for a healthy breakfast. However, US Department of Agriculture data show that more and more students are starting their day with a nutritious breakfast in their school cafeterias. The USDA School Breakfast Program currently serves nearly 26,000 Alaskan students every day. Studies show that students who eat school breakfast are more likely to:

- Reach higher levels of achievement in reading and math
- Score higher on standardized tests
- Have better concentration and memory
- Be more alert
- Maintain a healthy weight

The National School Breakfast Week (NSBW) campaign theme, “Start Your Engines,” reminds the entire school community that school breakfast provides a healthy and energizing start to the day for students. Students will be encouraged to show their enthusiasm for “Start Your Engines” from March 4 – 8 with special menus, cafeteria events, and more.

Juneau School District

Green Eggs and Ham: Celebrate Dr. Seuss’ birthday with Green Eggs and Ham, March 4 at Elementary Schools, and March 5 at Middle and High Schools.

Lucky Tray Days, lucky winners at each elementary school will win a Dr. Seuss book, students will look for a specially marked tray on March 4 and 5.

Middle and High School students who choose a nutritious start to their day with school breakfast may enter their name to win a Parks and Recreation Gift Card, two winners will be selected from each Middle and High School.

Look for other giveaways including pencils, bookmarks, and stickers at all Juneau schools throughout the week. More information including menus may be found at <https://www.juneauschools.org/food-services-eb6a5f9d> or by contacting Adrienne Schwartz, adrienne.schwartz@juneauschools.org.

Anchorage School District

Breakfast with Teachers and Staff, on March 6, all Anchorage school teachers and staff are invited to join students and energize their day featuring homemade blueberry muffins. Visit the ASD's web site for a list of schools where breakfast is offered.

ASD Student Nutrition and JBER Nutritional Medicine have teamed up to provide nutrition education presentations at Turnagain 4th Graders (March 6) and afterschool activities participants at Wonder Park (March 5) and Muldoon (March 7). The presentations are offered in conjunction with National Nutrition Month and will present nutritional and physical education encouraging health and wellness from breakfast and throughout the day.

For more information, including a list of breakfast-serving schools, visit <https://nutrition.asdk12.org> or contact Marci McGill, mcgill_marci@asdk12.org.

Parents may check with their local school district for more information about other NSBW activities throughout the state.

Parents and students can follow the fun on Facebook.com/TrayTalk using the hashtag #NSBW19

About National School Breakfast Week

National School Breakfast Week was launched in 1989 to raise awareness of the availability of the School Breakfast Program, a federally assisted meal program operating in public and non-profit private schools and residential child care institutions since 1975.

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AKSNA is the state affiliate of the School Nutrition Association (SNA), a national, nonprofit professional organization representing more than 58,000 members who provide high-quality, low-cost meals to students across the country. Recognized as the authority on school nutrition, SNA has been advancing the availability, quality and acceptance of school nutrition programs as an integral part of education since 1946.