



Alaska School Nutrition Association

FOR IMMEDIATE RELEASE

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ALASKAN SCHOOLS ENCOURAGE STUDENTS TO EAT NUTRITIOUS “OUT OF THIS WORLD” BREAKFAST

ANCHORAGE, AK – FEBURARY 28, 2020 – To encourage more families to take advantage of the healthy choices available for school breakfast, Alaska’s school districts will celebrate National School Breakfast Week during March 2-6, 2020.

Each day, 26,000 students across this great state of Alaska enjoy a nutritious school breakfast. School breakfast provide students a tasty, nutritious source of energy for a successful learning experience. 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, “Out of This World,” reminds the entire school community that school breakfast provides a healthy and energizing start to the day for students. School nutrition professionals and students will be encouraged to show their enthusiasm for school breakfast from March 2-6 as districts celebrates with special menus, cafeteria events, and more.

The “Out of This World” campaign is made possible by the School Nutrition Association and Kellogg’s®.

Contact your local School District to learn more about NSBW activities and menus.

Parents and students can follow the fun on [www.Facebook.com/TrayTalk](https://www.facebook.com/TrayTalk) using the hashtag #NSBW20. To learn more about NSBW, visit www.schoolnutrition.org/SchoolMeals.

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.