

“Score Big with School Breakfast” Campaign Encourages SCCPSS Families to Choose Breakfast



NOTE TO REPORTERS, EDITORS AND PRODUCERS:

Please find with this message information from the Savannah-Chatham County Public School System.

SCCPSS ADVISORY:

Students Can “Score Big” with School Breakfast

National School Breakfast Week Campaign Encourages Students to Try School Breakfast

SAVANNAH, March 5, 2021 – To encourage more families to take advantage of the healthy choices available with school breakfast, Savannah-Chatham County Public Schools will celebrate National School Breakfast Week (NSBW) during March 8-12, 2021.

Busy weekday mornings make it a challenge for many families to find time for a healthy breakfast. Fortunately, SCCPSS offer nutritious school breakfasts, complete with fruit and low-fat or fat-free milk, to ensure students are fueled for learning every school day. This year, due to the COVID-19 pandemic, the U.S. Department of Agriculture is allowing all children to receive school breakfast and lunch for free, without an application, so it’s a great time for families to give school breakfast a try.

The NSBW campaign theme, “Score Big with School Breakfast,” reminds the entire school community that school breakfast provides a healthy and energizing start to the day for students. 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

School nutrition professionals and students will be encouraged to show their enthusiasm for school breakfast from March 8-12 as the district celebrates NSBW with special menus, activities, and more.

“A healthy breakfast at the start of the day is a great way to ensure students get the best education they can,” said Onetha Bonaparte, School Nutrition Director. “National School Breakfast Week helps us educate parents and students about all the healthy, great tasting, and appealing choices we offer.”

The “Score Big with School Breakfast” campaign is made possible by the School Nutrition Association and Kellogg’s®.

Parents and students can follow the fun on [Facebook.com/TrayTalk](https://www.facebook.com/TrayTalk) using the hashtag #NSBW21.

For more information about meals from SCCPSS, visit [sccpss.com](https://www.sccpss.com) or 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.

About Savannah-Chatham County Public School System

The Savannah-Chatham County Public School System is the 10th largest school district in the state of Georgia, the largest employer in Chatham county and serves almost 38,000 students in 55 elementary, middle and high schools, including 5 Charter Schools. Our vision is that ALL students are prepared for productive futures, from school to the global community. Our mission, to ignite a passion for learning and teaching at high levels, guides us every day to bring a love of learning to ALL students. To learn more about our schools and their many accomplishments, visit [sccpss.com](https://www.sccpss.com).