National School Breakfast Week promotes the importance of starting the day with a healthy meal. National School Breakfast week takes place the first full week of March.

Celebration ideas:
- Breakfast-related morning announcements
- Special menu items
- Host a coloring contest for the ‘healthiest’ breakfast
- Reminder of school breakfast times in school newsletter or flyer
- Hold a raffle for students that participate in the breakfast program all week

Resources:
- School Nutrition Association

Sample National School Breakfast Week Morning Announcements

1) This week is National School Breakfast Week- schools all over the country are celebrating how important is to start your day with a healthy meal! If you don’t eat breakfast at home, remember you can eat it at school. Breakfast starts at ___am!

2) Did you know that kids who eat breakfast do better in school? Breakfast keeps you feeling full, boosts your memory, and gives you energy to focus in the classroom.

3) Breakfast refuels your body and brain after sleeping. Just like a car needs gas to get going, our bodies need fuel to begin a new day!

4) Milk and fruit are two important building blocks for a healthy diet. Kids who eat school breakfast get both milk and fruit every day!

5) What is something that starts your day strong and gives you energy all day long? Breakfast! Fruit, yogurt, or even a sandwich can be quick ways to fuel up in the morning!