



WWW.SCHOOLBREAKFAST.ORG

*National School Breakfast Week*

*March, 2-6 2009*

## Kablam!

The 'Power Up with School Breakfast' campaign features a team of superheroes who introduce students to the importance of eating school breakfast every day. Using a series of interactive tools and activities, students meet the school breakfast heroes and learn about the importance of eating healthy, eating a variety of foods and being active. By eating school breakfast, students can power up to become superheroes themselves.

The campaign runs from November 2008 to March 2009, culminating during National School Breakfast Week, March 2-6, 2009.

### Key Message

School breakfast provides the necessary fuel to 'Power Up' for a day of learning and achievement, *and* meets dietary guidelines.

## Design Your Own Breakfast Superhero!

'Power Up with School Breakfast' includes a 'Design Your Own Breakfast Superhero' contest, which challenges students to design and name their own school breakfast superheroes and explain their super powers.

Three national winners will receive a signed illustration of their breakfast hero drawn by a professional artist. The local contests will run January 1, 2009 to March 6, 2009, and national entries are due March 20, 2009. Find out more at [www.schoolbreakfast.org](http://www.schoolbreakfast.org)

## Meet the Breakfast Superheroes!



[www.schoolbreakfast.org](http://www.schoolbreakfast.org)

The official school breakfast website [www.schoolbreakfast.org](http://www.schoolbreakfast.org) has a utility belt full of activities for kids including fill in the blank comic strips, fun facts, quizzes and coloring sheets. Also find out more about our breakfast superheroes in the 'Hall of Breakfast'.





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[www.schoolnutrition.org/nsbw](http://www.schoolnutrition.org/nsbw)

Our member website has a complete array of super tools and celebration ideas to help make your NSBW a super powered success, including:

- Menus for NSBW based for 5 breakfasts
- Toolkit with ideas and instructions
- Power Meter Participation tracker sweepstakes
- Backpack brochures for students and parents
- Downloadable presentations
- Press releases and Proclamations
- Activity sheets
- Banner ads for school websites
- Permission form for logo usage



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### Emporium

Visit SNA's Emporium at [www.emporium.schoolnutrition.org](http://www.emporium.schoolnutrition.org) for official NSBW merchandise including:

- Posters
- Pencils
- Balloons
- Buttons
- Aprons
- T-shirts
- Activity Books
- Rulers
- Tote Bags
- Mugs

### Next Steps

Its time to put on the cape and mask! To help get your School Breakfast celebration started check out [www.schoolnutrition.org/nsbw](http://www.schoolnutrition.org/nsbw) and download the toolkit.

Please also help promote awareness of the 'Power Up with School Breakfast' Campaign by adding a link to [www.schoolbreakfast.org](http://www.schoolbreakfast.org) on your website or writing an article in your newsletter or other communications.

**Power Up with School Breakfast made possible by:**



Success starts here.



NATIONAL DAIRY COUNCIL

