



NEWS RELEASE

Utah State Board of Education

250 EAST 500 SOUTH P.O. BOX 144200 SALT LAKE CITY, UT 84114-4200
www.schools.utah.gov

March 1, 2019

For Immediate Release

Contact: Kathleen Britton, Child Nutrition Programs director
801-538-7680 · kathleen.britton@schools.utah.gov

Getting More Students to Begin Their Day with Breakfast

'Start Your Engines' Campaign Encourages Utah Families to Choose Breakfast at School

SALT LAKE CITY – To encourage more families to take advantage of the healthy choices available for school breakfast, Utah schools will celebrate [National School Breakfast Week](#) during 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 (USDA) 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 14 million 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. Contact your local school to see what events are planned in your area.

“A healthy breakfast at the start of the day is one way to ensure students are getting the best education they can,” said Kathleen Britton, Child Nutrition Director. “National School Breakfast Week helps us educate parents and students about all the healthy, great tasting, and appealing choices schools offer”. The state serves over 80,000 breakfast meals daily in over 850 schools through the federally funded School Breakfast Program. School nutrition professionals in Utah prepare breakfast and lunches every day that meet federal nutrition standards – limiting fat, calories and sodium – while encouraging students to choose from the fruits, vegetables and whole grains offered with school meals.” Many schools in Utah offer breakfast before the school day begins. Some schools offer service options including Breakfast in the Classroom, Grab-n-Go, and Breakfast After the Bell.

For more information about the National School Breakfast Program, visit

www.schools.utah.gov/cnp.

#NSBW19 #eatschoolbreakfast #schoolbreakfastweek19 #UTschools #breakfastmatters

www.schools.utah.gov