



CHECK IT OUT!

Follow our **NEW** Twitter feed for updates and resources to help your school increase breakfast participation:



ABOUT THE PA SCHOOL BREAKFAST CHALLENGE



Far too many low-income students aren't getting the nutrition they need to support school success. School breakfast can help! When kids have a healthy breakfast, it not only supports good health but also enhances their ability to learn and succeed.

Schools that take part in the School Breakfast Challenge (Pennsylvania's second) can receive technical assistance and support to improve their breakfast programs. The schools that achieve the largest gains in participation will receive prizes when the Challenge ends.

THE TIMELINE

- **NATIONAL SCHOOL BREAKFAST WEEK (NSBW): March 2 - 6, 2015**
Schools across the nation joined in a weeklong celebration of the school breakfast program. For Pennsylvania, the end of NSBW marked the opening of registration for the second PA School Breakfast Challenge!
- **SCHOOL REGISTRATION DEADLINE: August 15, 2015**
Schools that want to take part in the Challenge and qualify for prizes must register online anytime between now and August 15, 2015, at www.paschoolbreakfast.org. This extended entry period is intended to allow schools time to get new initiatives off the ground at the start of the 2015-2016 school year with the support of their communities— school administrators, food service directors, teachers, school board members and parents.
- **CHALLENGE DATES: September 2015 - December 2015**
Participation increases will be measured comparing average daily breakfast participation from the first four months of the 2014-2015 school year (Sept-Dec 2014) to average daily breakfast participation during the Challenge period (Sept-Dec 2015).
- **AWARDS PRESENTATION: April or May 2016**
Winners will be determined in March and awards will be announced at presentations planned for late April or early May. Schools with the largest increases in breakfast participation during the Challenge will receive prizes. For a list of prizes awarded in the first PA School Breakfast Challenge, visit www.paschoolbreakfast.org.

STATEWIDE PARTNERSHIP

Public and private agencies across the state are working together to coordinate and support the second Pennsylvania School Breakfast Challenge. The Challenge engages a range of businesses, foundations and other champions in fighting child hunger.

For more information, registration, and a full list of partners, VISIT:
WWW.PASCHOOLBREAKFAST.ORG

The Need in PA



602,000

Average number of low-income children eating school lunch each day in PA

55%

Percentage of those low-income students who aren't getting school breakfast

Source: Food Research and Action Center, "School Breakfast Scorecard 2015"