

Let's Do Breakfast, OREGON!



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Breakfast Challenge Kicks Off at Joan Austin!
Statewide competition for the School Breakfast Program

On Tuesday, November 1st, Joan Austin will kick off participation in the November School Breakfast Challenge! We are one of 98 schools involved in a statewide campaign to boost participation in the School Breakfast Program!

The School Breakfast Program offers numerous benefits to kids and schools, including improved nutrition and better attendance and test scores, but only about 24% of all students participate in Oregon. We have a big opportunity to connect more kids to the program, and we're joining in the Challenge here at Joan Austin!

By getting more kids to eat breakfast at school all throughout the month of November, we will be eligible to win one of four cash prizes for our school. Winners will be selected based on an increase in number of school breakfasts served in November compared to last year's average participation.

School Breakfast at Joan Austin

On average, Joan Austin serves 115 school breakfasts each day and over 21,275 breakfasts per school year. Each breakfast meets strict nutritional guidelines required by the United States Department of Agriculture (USDA) National School Lunch and School Breakfast Program.

Breakfast and Lunch are FREE to all kids!

If your child has a cold lunch but doesn't have a drink and would like to get a drink from the cafeteria. Your child may purchase a milk or a juice for .50. Or he/she may get two items off our salad bar to qualify it as a free lunch.

We serve breakfast in cafeteria at 8:00 to 8:30 every day and Wednesday 8:45 to 9:30. We'll be raffling off one prize a week, kids will get to get their picture up on the Breakfast Hall of Fame, and we will be trying out new menu items throughout the month.

About Let's Do Breakfast, Oregon!

The Let's Do Breakfast, Oregon! Campaign was launched by Partners for a Hunger-Free Oregon, in partnership with the Oregon Dairy and Nutrition Council and the Oregon Department of Education Child Nutrition Programs, to expand participation in the School Breakfast Program in Oregon. The campaign strategies include: share data about the number of eligible Oregon students who are missing out on a nutritious school breakfast;

grow awareness of the School Breakfast Program as an effective tool for combating child hunger; and provide outreach and assistance to schools in reaching more students with breakfast. Learn more at oregonhunger.org/breakfast-challenge.

For a map of participating schools, visit: <https://oregonhunger.org/blog/2016-challenge-launch>.

About Partners for a Hunger-Free Oregon

We envision an Oregon where everyone is healthy and thriving, with access to affordable, nutritious and culturally appropriate food. To bring that vision into reality, we raise awareness about hunger, connect people to nutrition programs, and advocate for systemic changes that end hunger before it begins. Learn more at oregonhunger.org.