



Dr. Juliette Pennyman, Superintendent of Schools

NEWS RELEASE

FOR IMMEDIATE RELEASE



Surf's Up with School Breakfast

National School Breakfast Week Campaign Encourages Students to Try School Breakfast

March 4, 2024

HUDSON, NY – To encourage more families to take advantage of the healthy choices available with school breakfast, Hudson schools will celebrate National School Breakfast Week (NSBW) during March 4-8, 2024.

Busy weekday mornings make it a challenge for many families to find time for a healthy breakfast. Fortunately, Hudson schools offer nutritious school breakfasts, complete with fruit and low-fat or fat-free milk, to ensure students are fueled for learning every school day. We are featuring some fun new offerings that the students will be able to try!

The NSBW campaign theme, “Surfs Up with School Breakfast,” reminds the entire school community that school breakfast provides a healthy and energizing start to the day for students. 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.

School nutrition professionals and students will be encouraged to show their enthusiasm for school breakfast from March 4-8 as the district celebrates NSBW with special menus, activities and more. We are featuring some great hot breakfast items so we can eat like a surfer! We will be featuring some delicious smoothies as well.



“A healthy breakfast at the start of the day is a great way to ensure students are nourished and ready to learn,” said Lisa McGovern, School Nutrition Director. “National School Breakfast Week helps us educate parents and students about all the nutritious and delicious choices we offer. We are featuring some fun new offerings that students can try and provide feedback on!”

“We are also excited to feature a Hudson Hawk Café Breakfast Grab & Go Table in the Hudson Senior High School lobby on Wednesday, March 6 as an easy option for students to grab a quick breakfast on their way in from the bus or drop-off. The regular breakfast service will still be open and cafeteria seating will be available before the school day officially begins.”

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About National School Breakfast Week

National School Breakfast Week was launched in 1989 to raise awareness of the availability of the School Breakfast Program, a federally assisted meal program operating in public and non-profit private schools and residential child care institutions since 1975.

Read more about Breakfast at School:

<https://frac.org/programs/school-breakfast-program/benefits-school-breakfast>

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