



[WWW.SCHOOLBREAKFAST.ORG](http://WWW.SCHOOLBREAKFAST.ORG)

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 April 2008 to March 2009, culminating during National School Breakfast Week, March 2-6, 2009.

So why should you and your children get involved in 'Power Up with School Breakfast'? There are many super reasons, below are a few of the fun things for you and your kids to do:

### 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)

## About 'Power Up with School Breakfast'

### [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'.



### The most important reason

Find out more about the benefits of eating breakfast at school and how it can help power up your child's body, and mind.

School Nutrition Professionals across the nation are leading the charge to improve the nutrition of all children and implement wellness policies in schools. So, if you are looking for ways to support your child in developing healthy eating habits, stop by your school cafeteria and speak to the nutrition director to find out how School Breakfast can help fuel up your children for a great day of activity and learning.

