**{insert District logo}**

For Immediate Release:  
{insert date here}

**[SCHOOL DISTRICT/CHARTER SCHOOL] CELEBRATES NATIONAL SCHOOL BREAKFAST WEEK**

City, State - {School District/Charter School} kicked off National School Breakfast Week using the Texas Department of Agriculture (TDA) and School Nutrition Association (SNA) theme, *Surf’s Up with School Breakfast.* This year’s theme engages students with a beachy, surfing-culture motif focused on nutritious and delicious school breakfast foods. All week, {School District} will celebrate with fun activities and serve healthy menu items to help students realize that starting the day with school breakfast will help them “ride the wave” to nutritious habits and a healthy lifestyle.

"The nutrients and energy in a school breakfast can fuel students’ success in the classroom and beyond,” said Texas Agriculture Commissioner Sid Miller. “Thanks to new investments by the 88th Texas Legislature, students eligible for reduced-price meals will receive free school breakfast for this year and next. Let’s celebrate and thank the dedicated school nutrition professionals building a healthier future for the Lone Star State.”

{School District/Charter School} encourages students to enjoy a nutritious school breakfast every day this week. {School District/Charter School} will serve a celebratory menu including {menu items} for breakfast this week. Planned activities include: {planned activities}. {School District/Charter School} parents and school community are encouraged to tell their students about the National School Breakfast Week events and get them excited about eating school breakfast.

“{insert quote},” said {district/charter name} {insert superintendent or leadership name}.

{option: insert additional paragraph with local information, including details about special events that would be relevant to members of the press such as special guest or coordinated activities for multiple schools.}

More information on the {School District/Charter School}’s menu and serving times can be found at their website here: {Food Service Website} or by contacting your child’s school.

*This institution is an equal opportunity provider.*

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Media Contact:   
{insert district communications/media contact name and phone number}