

Join the Virginia Breakfast Challenge!



What is the Virginia Breakfast Challenge?

Schools across the Commonwealth will compete for prizes and recognition by increasing participation in their school breakfast program. As more kids participate in school breakfast, the chances for winning grow! School divisions of similar enrollment size will compete against each other in one of four categories. There will be 12 school winners and 4 school division winners overall. Visit www.VAbreakfast.org for contest rules.

Exciting prizes may include statewide publicity, recognition events, fun rewards for school staff and students, and cash for equipment or school activities.

Why should my schools participate in the Challenge?

Students who eat a healthy school breakfast do better in math and miss school less often. Unfortunately, 40% of Virginia students who depend on school lunch miss out on school breakfast each day. Participate in the Virginia Breakfast Challenge and help ensure that *all* Virginia kids have the fuel they need to succeed!

How can my school win?

[Alternative Breakfast Models](#), like Breakfast in the Classroom, Grab & Go, and Second Chance Breakfast are great ways to start! Alternative Breakfast Models are shown to boost participation in your breakfast programs, helping more children to start their mornings right. For more information about how to flip your school breakfast model, email catherine.spacciapoli@odoe.virginia.gov or visit va.nokidhungry.org.

Who is eligible to participate?

All public schools in Virginia enrolled in the National School Breakfast Program (SBP) are eligible to participate.

When does the Virginia Breakfast Challenge begin?

Challenge winners will be chosen based on participation increases from October 1, 2017 through December 31, 2017.

How do I sign up?

Visit www.VAbreakfast.org for more information and to sign up.

The earlier you sign your school up for the Challenge, the sooner you will be eligible to receive technical assistance and prizes! To participate in the Challenge, schools must be registered by December 31, 2017.



Look out for #VAbreakfast on social media and visit VABreakfast.org for updates and exciting information!

