



MEDIA RELEASE

*Taylor Elementary Hosted Breakfast Month Kick-off
Special Guest, Miss Teen International, Walked the Talk
For School Breakfast*

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JACKSONVILLE, AR (March 3, 2015)—The Arkansas No Kid Hungry campaign and Midwest Dairy Council kicked off Arkansas School Breakfast Month at Taylor Elementary School in Jacksonville. Taylor is an Arkansas Meals for Achievement school that serves Breakfast in the Classroom to all of their students every morning. When asked what she likes best about the program, one 5th grader said, “I get to eat breakfast with my friends.” A kindergartener said, “I like it because it’s fun.” According to Principal Myeisha Haywood, “Everything about this program works for my students.”



Miss Teen International, Blair Wortsmith, was on hand to tell the kids that, as a student herself, eating a good breakfast is critical to keeping up with her studies and fulfilling her busy schedule as Miss Teen International. Blair supported Breakfast in the Classroom as a great way for kids to Fuel Their Greatness!



As part of the month-long celebration, the Arkansas No Kid Hungry campaign and Midwest Dairy Council will be sponsoring the Arkansas Breakfast Challenge, which offers new grant dollars and incentives to help schools adopt Breakfast-After-the-Bell programs. Schools can apply for the [Arkansas Breakfast Challenge](#) through March 31, 2015.



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For more information on Breakfast-After-the-Bell programs, go to <http://www.arhungeralliance.org/programs/no-kid-hungry/breakfast/>. To see Breakfast-After-the-Bell programs in action, click here [Breakfast = Success in Arkansas](#).

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