



## MEDIA RELEASE

Press release for Arkansas Hunger Relief Alliance. For immediate release.

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### ARKANSAS NO KID HUNGRY CAMPAIGN ANNOUNCES SCHOOL BREAKFAST CHALLENGE AWARD WINNERS

**LITTLE ROCK, AR (July 17, 2018)** – During School Breakfast Month in March, the Arkansas Hunger Relief Alliance and Arkansas No Kid Hungry campaign posed a challenge to Arkansas schools as a means of increasing breakfast participation rates (percentage of all students who eat breakfast at school). The three schools with the largest increase in their March, April, and May 2018 breakfast participation rates relative to their rates for the same months in 2017, would receive cash awards for their child nutrition departments. To participate in the Breakfast Month Challenge schools had to be using a Breakfast After the Bell model of breakfast delivery.

#### **This year's Breakfast Month Challenge winners are:**

#1 **Nashville Junior High** with a 347 percent increase. They operate a Grab and Go breakfast model. Child Nutrition Director **Julie Smith** will receive a \$1,500 cash prize for her department. We should note that the Nashville School District had a total of four schools among the top ten with the largest increases in school breakfast participation.

#2 **Harrisburg High School** with a 267 percent increase. They operate a Mid-morning Second Chance/Grab and Go model. Child Nutrition Director **Dolores Sutterfield** will receive a \$1,000 cash prize for her department.

#3 **Magnet Cove Elementary School** with a 186 percent increase. They operate a Breakfast in the Classroom model. Child Nutrition Director **Charlotte Woods** will receive a \$500 cash prize for her department.

M-O-R-E

The benefits of school breakfast to students and educators is well documented. School breakfast leads to reduced food insecurity, better test scores, improved student health, and fewer distractions in the classroom. In their 2016/2017 [School Breakfast Scorecard](#) the Food Research and Action Center reports that implementing a Breakfast after the Bell model—one that moves breakfast out of the cafeteria before school starts and makes it part of the school day— has been proven to be the most successful strategy for increasing school breakfast participation. It overcomes the barriers (like transportation issues and stigma) that keep children from accessing a nutritious breakfast. The Arkansas No Kid Hungry campaign is committed to helping Arkansas schools adopt Breakfast After the Bell models by providing grant dollars and technical assistance.

| <b>Breakfast After the Bell Models</b> | <b>Definition</b>   |
|--|---|
| Breakfast in the Classroom             | Breakfast is served in the classroom and eaten in the classroom.  |
| Grab and Go to the Classroom           | Breakfast is served from one or more central locations at the start of the day only. Students have the option to eat it in their classroom after the bell has rung.                           |
| Second Chance Breakfast                | Breakfast is served from one or more central locations. Students have the option to pick it up between 1st and 2nd period to eat in the cafeteria or their classroom after the bell has rung. |

According to data from the Arkansas Department of Education, since Breakfast After the Bell models began being implemented in Arkansas in the 2011/2012 school year, we have seen an increase of 3.8 million breakfast meals served to Arkansas students, and a federal reimbursement increase of \$11.6 million for meals served.

The Alliance congratulates all of the schools that participated in the School Breakfast Month Challenge and offers special accolades to Nashville High School, Harrisburg High School and Magnet Cove Elementary School for their impressive increases in school breakfast participation and commitment to helping assure their students academic achievement.

**About Arkansas Hunger Relief Alliance**

Arkansas Hunger Relief Alliance, lead partner in Arkansas for the No Kid Hungry campaign, is a non-profit collaborative network of more than 500 hunger relief and advocacy organizations across Arkansas. Our founding members include the Arkansas Foodbank in Little Rock, the Food Bank of Northeast Arkansas in Jonesboro,

Harvest Regional Food Bank in Texarkana, Food Bank of North Central Arkansas in Norfolk, Northwest Arkansas Food Bank in Bethel Heights and River Valley Regional Food Bank in Fort Smith. The Alliance is dedicated to reducing hunger through direct relief, education and advocacy. We invite you to visit [www.ARhungeralliance.org](http://www.ARhungeralliance.org) for details on hunger relief programs, donor and volunteer opportunities.

**About No Kid Hungry**

No child should go hungry in America. But 1 in 6 kids will face hunger this year. [No Kid Hungry](#) is ending childhood hunger through effective programs that provide kids with the food they need. This is a problem we know how to solve. No Kid Hungry is a campaign of [Share Our Strength](#), an organization working to end hunger and poverty.

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