



## QUICK FACTS

### Maryland Need

**1 in 6** kids struggle with hunger.

**3 in 5** Maryland teachers say students regularly come to school hungry.

### Maryland Breakfast Gap

Only 64% of those who receive a free or reduced price lunch at school are currently getting a school breakfast.

If participation increased to 70%, more than 16,000 additional students would be able to start their day ready to learn.

### No Kid Hungry's Impact

Since launching the No Kid Hungry campaign in Maryland:

**50,000** additional students now start the day with a healthy breakfast at school.

## The 2016 Maryland School Breakfast Challenge

Did you know? Kids who eat a healthy school breakfast do better in math, have higher attendance and are more likely to graduate.

School breakfast fuels academic success. Yet each day, too many Maryland students miss out. Make this school year the best one yet: join the Maryland Breakfast Challenge!

Take action to connect more students with breakfast and win up to \$5,000 and other prizes for your school!

Get started now at [MarylandBreakfastChallenge.org](http://MarylandBreakfastChallenge.org).

### Statewide Goals

- **3,000 more kids** connected to school breakfast
- **50 schools** offering Breakfast After the Bell
- **7 out of every 10 kids** getting free or reduced price lunch also getting school breakfast

### Challenge Contests

- 1 Statewide Grand Prize Breakfast After the Bell School Winner
- 1 Statewide Most Improved Breakfast After the Bell Winner
- 24 District Winners (1 school in each district)
- Honorable Mention to new Maryland Meals for Achievement (MMFA) schools

Schools compete for the statewide grand prize by starting Breakfast after the Bell, also known as alternative serving models.

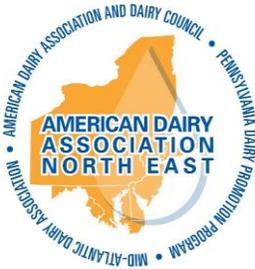
Your school can also choose from a menu of activities to promote and expand your current breakfast program to compete for your district's prize.

## FOR MORE INFORMATION

More information on the challenge, visit [MarylandBreakfastChallenge.org](http://MarylandBreakfastChallenge.org) or contact Maryland No Kid Hungry Breakfast Manager, Nicete Moodie at [nmoodie@strength.org](mailto:nmoodie@strength.org).

For press inquiries, contact Christy Felling at [cfelling@strength.org](mailto:cfelling@strength.org).

The No Kid Hungry Maryland Breakfast Challenge is co-sponsored by:



No Kid Hungry Maryland is supported by:

Sponsors:



National sponsors of No Kid Hungry Starts with Breakfast:



Kellogg Company Fund



## Timeline

In August, schools and districts start planning Breakfast Challenge activities for fall 2016. Schools can connect to tips and resources for breakfast activities at [MarylandBreakfastChallenge.org](http://MarylandBreakfastChallenge.org).

Sept 19 – 30:	Kick off events
Oct. 1:	Challenge measurement begins
Dec. 31:	Breakfast Challenge concludes
March 2017:	Winners Announced

## Prizes

Schools and school districts are eligible to win:

- Grand Prize of up to \$5,000 and other cash prizes
- DC Getaway and 2 tickets to Share Our Strength's Taste of the Nation®
- Sunglasses, swag, and other fun prizes!

## School Breakfast in Maryland

Maryland is leading the charge to make sure all kids start their day with a healthy school breakfast.

Thanks to initiatives like Breakfast After the Bell, Maryland is one of the top states in the nation increasing school breakfast participation among low-income kids.

When schools implement Breakfast After the Bell, more students are connected to the healthy meal that fuels their brain to do better in math, have higher attendance and are more likely to graduate!

Last year's Breakfast Challenge winner saw an almost **10% increase in breakfast participation after implementing Breakfast After the Bell.**

## About No Kid Hungry Maryland

Launched in 2008, No Kid Hungry Maryland is guided by the Partnership to End Childhood Hunger in Maryland, a network of hunger advocates led by Share Our Strength and the Governor's Children's Cabinet. Together, we are ending childhood hunger in Maryland by connecting kids with the healthy food they need where they learn, live and play.

The Maryland School Breakfast Challenge is guided and supported by many great partners, including the Maryland State Department of Education, Action for Healthy Kids, Family League of Baltimore, Maryland Hunger Solutions, Maryland PTA, Maryland State Education Association, the Mid Atlantic Dairy Association, the Governor's Children's Cabinet and No Kid Hungry.