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FOR IMMEDIATE RELEASE
PRESS RELEASE

Students Can “Dig In” to Healthy Breakfast Options at School

National School Breakfast Week Campaign Focuses on Benefits of School Breakfast

Monday, March 6, 2023 - Alamogordo, NM – Alamogordo Public School District

To encourage more families to take advantage of the healthy choices available with school breakfast, Alamogordo Public Schools will celebrate National School Breakfast Week (NSBW) during March 6-10, 2023. The NSBW campaign theme, “DIG IN to School Breakfast,” reminds the entire school community that healthy breakfast options available at school provide an energizing start to the day for students.

U.S. Department of Agriculture data shows that more and more students are starting their day with a nutritious breakfast in their school cafeterias. The School Breakfast Program serves more than **14 million students** every day.

Busy weekday mornings make it a challenge for many families to find time for a healthy breakfast. Fortunately, Alamogordo Public Schools offer nutritious school breakfasts in numerous locations, including having FRED our food truck in front of the high school every morning, in our cafeterias, and even delivering breakfast to students in the hallways of schools to ensure students are fueled for learning every school day. APS finds ways to bring the food to where the students are.

Studies show that students who eat school breakfast are more likely to:

- Reach higher levels of achievement in reading and math
- Score higher on standardized tests
- Have better concentration and memory
- Be more alert
- Maintain a healthy weight

School nutrition professionals and students will be encouraged to show their enthusiasm for school breakfast from March 6-10 as the district celebrates NSBW with special menus, activities, and more. This week, FRED the food truck will be visiting 5 different school sites, serving students fresh fruit, hot breakfast, and milk as they arrive at school. Student Nutrition Services will be outside celebrating School Breakfast Week with them, encouraging them to “Dig In” to a healthy breakfast!

“A healthy breakfast at the start of the day is a great way to ensure students are nourished and ready to learn,” said Sandra Davis, Director of Student Nutrition “National School Breakfast Week helps us educate parents and students about all the nutritious and delicious choices we offer.”

Our goal is to ensure kids are offered a fresh and nutritious breakfast to start their day and to increase participation. The “DIG IN to School Breakfast” campaign is made possible by the School Nutrition Association and Kellogg’s®.

Parents and students can follow the fun on [APS Student Nutrition](#) or use the hashtag #NSBW23.

For more information about APS meals, visit <https://www.alamogordoschools.org/district/departments/student-nutrition/> or www.schoolnutrition.org/SchoolMeals.

About National School Breakfast Week

National School Breakfast Week was launched in 1989 to raise awareness of the availability of the School Breakfast Program, a federally assisted meal program operating in public and non-profit private schools and residential childcare institutions since 1975.

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**APS Student Nutrition at Desert Star Elementary this morning, Monday, March 6, 2023*





If you would like to learn more about the Alamo Heights Public Schools, please visit our website at www.alamogordoschools.org or on Facebook at www.facebook.com/AlamogordoPublicSchools/