



Texas Fruit and Vegetable Day April 5th

**Promote awareness of health
benefits
of fruits and vegetables**

School Breakfast Week 2024



TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER SID MILLER

This product was funded by USDA.
This institution is an equal opportunity provider.

All New Themed Digital Materials!

SURF'S UP
WITH SCHOOL BREAKFAST™

School Breakfast Week 2024

Implementation Toolkit
March 4-8th

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Fraud Hotline: 1-866-5-FRAUD-4 or 1-866-537-2834 | P.O. Box 12847 | Austin, TX 78711
Toll Free: (877) TEX-MEAL | For the hearing impaired: (800) 735-2989 (TTY)

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www.SquareMeals.org

Food and Nutrition Division
School Breakfast Program

PROMOTION

Posters

• Digital Elementary and Middle/High School Poster are available for download. Use them digitally or print them to decorate your cafeteria!

Social Media Assistance Packet

• Choose from a list of example social media posts to promote NSBW. Simply copy and paste the text and images to use on your own social media accounts!

Press Release

• Use the press release to raise awareness in your community on National School Breakfast Week and how you promote student's health with a nutritious school breakfast.

Digital Images

• Explore our Web Buttons, Web Banners, and Social Media Images and Gifs. Use them on your school's homepage, social media, and other outlets to show your participation in National School Breakfast Week!