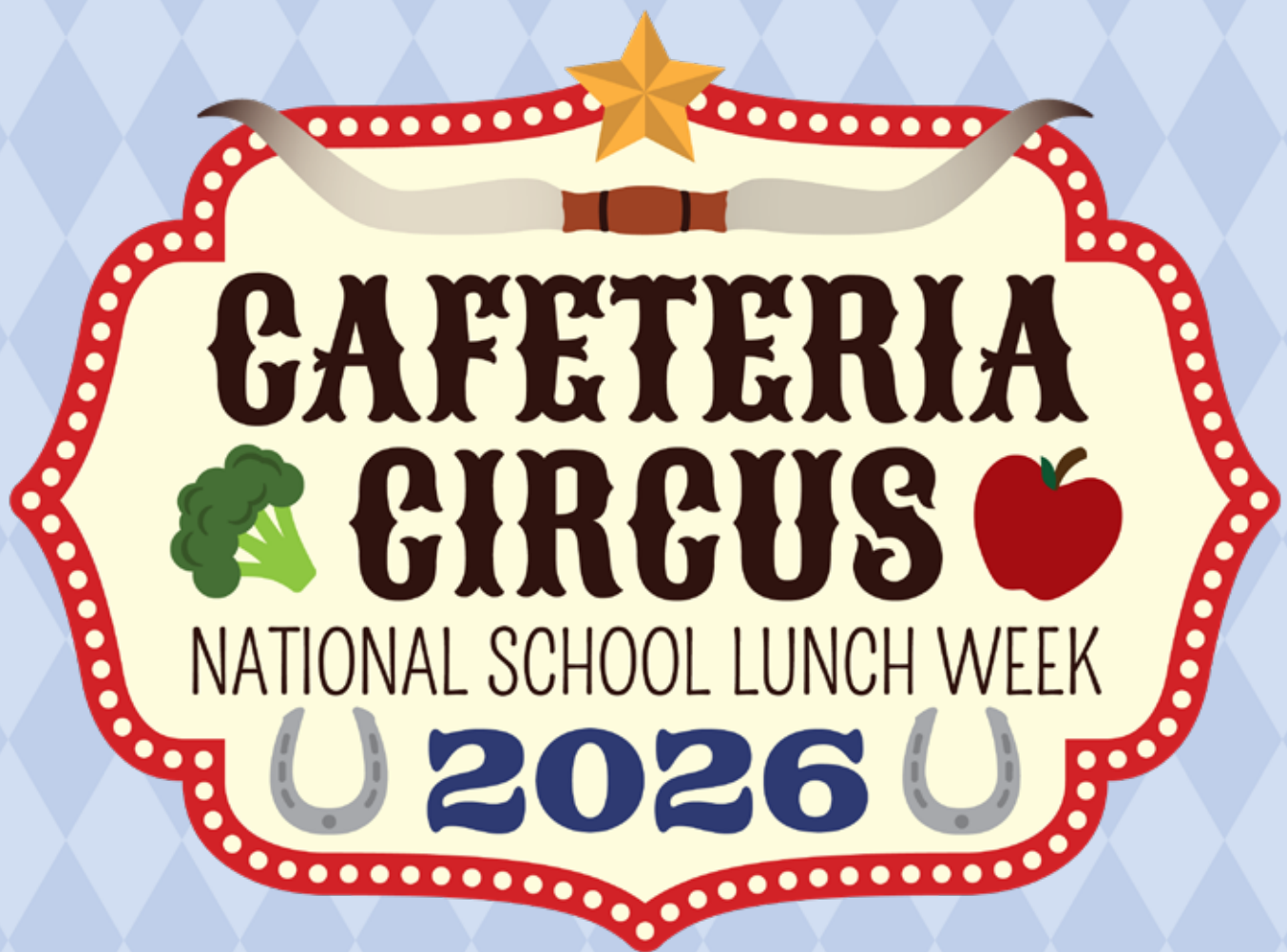


Marketing Toolkit

National School Lunch Week 2026



TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER SID MILLER

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October 2026
Squaremeals.org



Marketing Toolkit

What's inside?

- Parent or Guardian Flyer
- Morning Announcements
- Your School Lunch Promo Guide
- Social Media Graphics
- Press Release Template





Parent/Guardian Letter

Dear Parents and Guardians,

Step right up and join us as your student celebrates National School Lunch Week, October 12–16, 2026! During this special week, students will discover how nutritious school lunches can help fuel their success both in and out of the classroom.

This year, the Texas Department of Agriculture and your child's school nutrition team are celebrating with the theme "Cafeteria Circus." The show starts at lunch as school meals take center stage and students explore the balanced, nutritious choices served every day. National School Lunch Week is an opportunity to highlight how school meals provide important nutrients that help students stay focused, energized, and ready to learn throughout the school day.

Campuses may bring the Cafeteria Circus to life with games, contests, dress-up days, prizes, themed menus, and other fun activities. These experiences are designed to help students learn more about the role nutritious meals play in supporting healthy growth, learning, and overall well-being.

Families can join the celebration by encouraging students to eat lunch in the school cafeteria during National School Lunch Week and take part in the fun. It is a great opportunity for students to try something new, enjoy a balanced meal, and recognize the important role school lunch plays in helping them learn, participate, and grow.

We appreciate your continued support for school nutrition programs and look forward to celebrating National School Lunch Week together!

For more information, please visit <http://www.SquareMeals.org/NSLW>.

Suggested hashtags:

#TXNSLW26 #NSLW26 #TXCafeteriaCircus26 #TXCenterStage26



Themed Morning Announcements!

Friday Before NSLW

Step right up - National School Lunch Week starts Monday! This year's theme is "Cafeteria Circus," and the show starts at lunch. All week long, the cafeteria will put school meals center stage with tasty lunches, fun activities, and plenty of reasons to celebrate. Students can look forward to a week that highlights the nutritious choices and hardworking teams behind every school meal. Get ready to join the big-top fun!

First Day of NSLW

Welcome to the Cafeteria Circus! National School Lunch Week starts today, and school lunch is taking center stage. Stop by the cafeteria for a nutritious meal and join the celebration. School lunch gives your body and brain the fuel they need to learn, grow, and take on the day. All week long, there will be plenty of opportunities to celebrate the foods, people, and teamwork that make school lunch possible. Grab a tray - the show starts at lunch!

Mid-Week NSLW

We're halfway through National School Lunch Week, and the Cafeteria Circus is still in full swing! Our school nutrition team is serving up another great day of nutritious meals and cafeteria fun. Every lunch is another chance to enjoy a balanced meal, discover a new favorite, and celebrate the people who make it happen. Keep showing up, trying something new, and giving school lunch a round of applause!

Last Day of NSLW

It's the National School Lunch Week grand finale! Thank you for joining our Cafeteria Circus and helping put school lunch center stage. Remember, nutritious school meals are here to help fuel your body and brain every school day. A big round of applause goes to the school nutrition professionals who keep the cafeteria running and students fueled throughout the year. The celebration may be ending, but the show starts at lunch all year long. See you in the lunch line!



Get creative with social media!

Announce the Show:

1. Step right up! National School Lunch Week is almost here, and the Cafeteria Circus is getting ready to take center stage.
2. Come one, come all! A week of nutritious meals, cafeteria fun, and big-top excitement is headed your way.
3. Get ready for the main event! Grab your tray and join us as school lunch takes center stage for National School Lunch Week.

During the Event:

1. Step right up! Today's main event is a nutritious school lunch that helps students stay fueled, focused, and ready to learn.
2. Welcome to the Cafeteria Circus! Join us under the big top as we celebrate the balanced meals that help students learn, grow, and thrive.
3. The show starts at lunch! Grab a tray, take your seat, and enjoy a school meal worthy of center stage.
4. Our school nutrition team is running the show, bringing skill, teamwork, and care to every meal served.
5. Come one, come all—and bring your appetite! Join the Cafeteria Circus and enjoy a nutritious meal made to help power your day.
6. The Cafeteria Circus is still in full swing! Stop by the lunch line and see what our school nutrition team is serving up today.

The Grand Finale / NSLW Wrap-Up:

1. That's a wrap! This week, we celebrated the balanced meals, nutritious choices, and school nutrition professionals that help students learn, grow, and thrive.
2. Thank you for joining us at the Cafeteria Circus! National School Lunch Week may be over, but nutritious school meals will keep taking center stage all year long.



2026 NSLW Social Media Graphics!

Web Banner



Facebook
Cover Photo



Virtual
Background





Custom Press Release Template!

"THE TEXAS CAFETERIA CIRCUS" DURING NATIONAL SCHOOL LUNCH WEEK

City, State — {School District/Charter School} is celebrating National School Lunch Week with special menus and activities that put nutritious school meals center stage. This year's theme, Cafeteria Circus, invites students to step right up and discover how balanced school lunches help support learning, growth, and success.

Supported by the Texas Department of Agriculture (TDA) and the School Nutrition Association (SNA), the celebration highlights the important role school lunch plays in helping students stay focused, energized, and ready to learn. Throughout the week, {School District/Charter School} will engage students with fun, circus-inspired activities that showcase nutritious meals, healthy choices, and the school nutrition professionals who serve students each day.

"I encourage Texas students to step right up and share the excitement as school lunch takes center stage during National School Lunch Week 2026," said Texas Agriculture Commissioner Sid Miller. "Every year we take a week to celebrate the nutritious meals served by hardworking school nutrition professionals. These teams perform an incredible balancing act every day, serving meals that are healthy, appealing, and ready for millions of young Texans."

During the celebration, {School District/Charter School} encourages students to visit the cafeteria and enjoy school lunch each day. Special menu items will include {menu items}, along with planned activities such as {planned activities}. Parents and members of the school community are encouraged to talk with students about the celebration and help build excitement around the nutritious meals and dedicated teams that make school lunch possible.

"{Insert quote}," said {insert superintendent or district/charter leadership name and title}.

{Optional: Insert an additional paragraph with local details, such as themed decorations, student contests, special guest appearances, Farm Fresh Challenge activities, district-wide celebrations, or events of interest to local media.}

More information about {School District/Charter School}'s lunch menus and serving times is available at {Food Service Website} or by contacting your child's school.

Media Contact:

{Insert district communications/media contact name}

{Insert phone number}