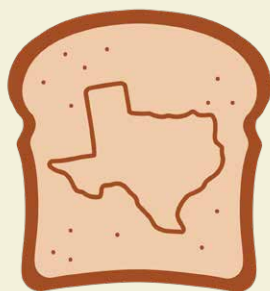




2026 NSBW Marketing Toolkit



TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER SID MILLER

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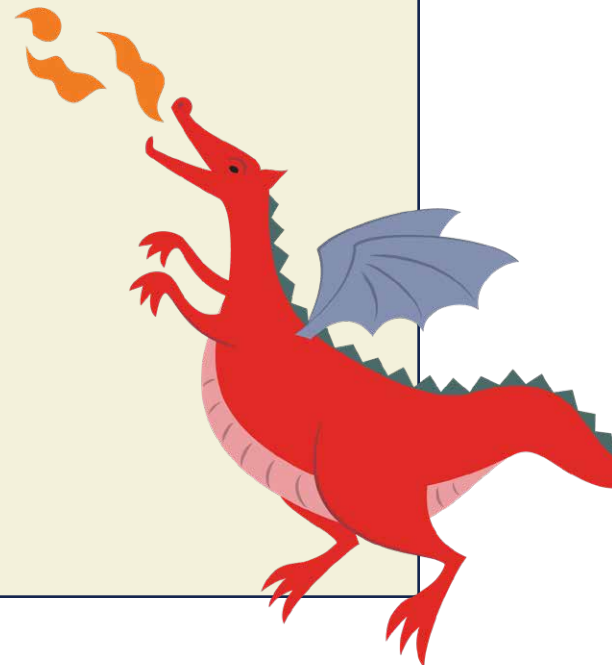
March 2026
Squaremeals.org



Marketing toolkit

What's inside?

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





The Quest for School Breakfast

National School Breakfast Week

Parent/Guardian Letter

“The Quest for School Breakfast”

Dear Parents and Guardians,

We are excited to share that March 2–6, 2026 is National School Breakfast Week! During this celebration, students will explore how starting the day with school breakfast can set them up for success both in and out of the classroom.

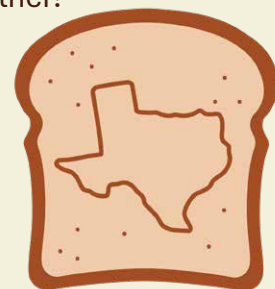
National School Breakfast Week is a time to celebrate the important role breakfast plays in supporting student learning and well-being. School breakfast gives students a strong start to the day by providing the nutrients they need to stay focused, energized, and ready to learn. By combining whole grains, fruits, milk, and lean proteins, each meal helps support both academic success and overall well-being.

Campuses will bring National School Breakfast Week to life with activities, including games, contests, dress-up days, prizes, and other interactive events. These experiences are designed to make learning about nutrition fun while helping students see how school breakfast fuels their energy, focus, and success throughout the day.

At home, families can play an important part in National School Breakfast Week by encouraging children to stop by their school cafeteria for breakfast. Making breakfast a regular part of the school day helps students start each morning ready to learn, participate, and grow.

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

To learn more, visit www.SquareMeals.org/SBW
#TXNSBW26 #TexasBreakfastQuest





The Quest for School Breakfast

National School Breakfast Week

Themed Morning Announcements!

Friday Before SBW

Hear ye, hear ye! Are you ready to set out on a quest? Monday is National School Breakfast Week, and to celebrate students will begin “The Quest for School Breakfast”—an adventure that explores how starting the day with school breakfast can fuel learning, focus, and give you the energy you need to succeed. Throughout the week, students will enjoy special menus and fun activities in our school cafeteria—can’t wait to see you there!

First Day of SBW

Today, the quest begins! Every great adventure starts with a first step, and that step is school breakfast. Students are invited to explore the breakfast menu and discover the foods that will fuel your future success. Starting the day right with a nutritious morning meal can help you power up for the learning, teamwork, and discovery that await you throughout the day. Begin your quest with school breakfast and set out ready for whatever lies ahead!

Mid-Week SBW

The quest continues, and every adventure needs fruit to keep our heroes moving forward! Fruits come in many colors and flavors and are packed with vitamins and nutrients that help fuel energy and focus all day. Look for Texas-grown citrus like oranges and grapefruit in our cafeteria. These fruits are in season now, grown in the Rio Grande Valley during warm Texas winters, and citrus provides vitamin C to help keep you healthy and ready for whatever challenges the day may bring.

Last Day of SBW

We’ve reached the final chapter, but the journey doesn’t have to end here. Along the way, we discovered how whole grains, fruits, milk, and lean protein work together to create a legendary breakfast that fuels learning, energy, and future success. But even after the celebration ends, school breakfast will always be there—ready to support you on every adventure.



The Quest for School Breakfast

National School Breakfast Week

Get creative with social media!

Announce Your Quest:

1. Hear ye, hear ye! A new challenge awaits—join us as we set out on the Quest for School Breakfast!
2. Attention adventurers! A powerful discovery lies ahead, and we need your help to unlock the benefits of a magical school breakfast.
3. Ready to take on the challenge? Start your day with school breakfast and power up for the journey ahead.

Throughout Your Quest:

1. Hear ye, hear ye! Today we set out on a quest to discover how a nutritious school breakfast helps students conquer the day.
2. Are you ready to begin the Quest for School Breakfast? Join us as we explore how a balanced morning meal fuels strong starts and successful days.
3. Do you have what it takes to complete the quest? Celebrate National School Breakfast Week and discover a breakfast fit for royalty.
4. Our school nutrition team is leading the journey, guiding students toward the foods that help them learn, grow, and thrive.
5. Gather your courage—and your appetite! Join the Quest for School Breakfast and enjoy a meal worthy of a champion.
6. Our crew presses forward on the path to uncovering the power behind a balanced school breakfast!

Quest Conclusion / NSBW Wrap-Up:

1. Quest complete! Along the way, we discovered how whole grains, fruits, milk, and lean protein work together to fuel strong bodies and bright minds.
2. Thank you for joining us on the Quest for School Breakfast! The adventure may be over, but school breakfast is always ready to help you start the day strong.



The Quest for School Breakfast

National School Breakfast Week

2026 NSBW Social Media Graphics!

Web Banner



Facebook
Cover Photo



Virtual
Background





The Quest for School Breakfast

National School Breakfast Week

Custom Press Release Template!

For Immediate Release:
{insert date here}

“THE TEXAS QUEST FOR SCHOOL BREAKFAST” DURING NATIONAL SCHOOL BREAKFAST WEEK

City, State — {School District/Charter School} is celebrating National School Breakfast Week with special menus and activities that encourage students to start each day with a nutritious meal. This year’s theme, The Quest for School Breakfast, invites students to explore how a balanced breakfast helps fuel learning, focus, and success.

Supported by the Texas Department of Agriculture (TDA) and the School Nutrition Association (SNA), the celebration highlights the important role school breakfast plays in helping students begin the day ready for the journey ahead. Throughout the week, {School District/Charter School} will engage students in fun, adventure-inspired activities that showcase the benefits of whole grains, fruits, milk, and lean proteins found in school breakfast meals.

“Research shows that students who eat breakfast are better prepared to learn,” said Texas Agriculture Commissioner Sid Miller. “National School Breakfast Week reminds families that a nutritious morning meal can support academic success and help students build healthy habits that last a lifetime.”

During the celebration, {School District/Charter School} encourages students to enjoy school breakfast each morning. Special breakfast 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 starting the day with school breakfast.

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

{Optional: Insert an additional paragraph with local details, such as special guest appearances, district-wide activities, or events of interest to local media.}

More information about {School District/Charter School}’s breakfast 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}