

For Immediate Release

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Media Release

Take Off with School Breakfast! - CCSD **Nutrition Services highlights National School** **Breakfast Week**

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Charleston, SC –To encourage more families to take advantage of the healthy choices available with school breakfast, Charleston County School District (CCSD) is celebrating [National School Breakfast Week](#) (NSBW) March 7-11, 2022.

Busy weekday mornings make it a challenge for many families to find time for a healthy breakfast. Fortunately, CCSD schools offer nutritious school breakfasts, complete with fruit and low-fat or fat-free milk, to ensure students are ready to learn every day. CCSD offers a wide variety of breakfast options to students, from the chicken biscuit sandwich to the newest addition - the egg and potato scramble bowl. This year, the U.S. Department of Agriculture is allowing all children to receive school breakfast and lunch for free, without an application, so it's a great time for families to give school breakfast a try.

This year's NSBW campaign theme is "Take Off with School Breakfast," which reminds the entire school community that school breakfast provides a healthy and energizing start to the day for students. 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 7-11 as the district celebrates NSBW with special menus and activities.

"A healthy breakfast at the start of the day is a great way to ensure students are nourished and ready to learn," said district's registered dietitian, Kerrie Hollifield. "National School Breakfast Week helps us educate parents and students about all the nutritious and delicious choices we offer."

Arriving early enough to school to participate in the breakfast program can be difficult for some students, so CCSD's Nutrition Services Department established the Breakfast in the Classroom (BIC) program. This service allows students (at participating schools) to grab a breakfast on the go and eat in the classroom to ensure they start their day energized and ready to learn.

"We have all heard that students who eat breakfast have higher test scores, concentrate better, and have more energy for the day," added Michelle Saletan, a CCSD operations manager. "We also know that sometimes children are not hungry first thing in the morning. This makes it a perfect opportunity to grab breakfast at school, put it in their backpack, and eat it later in the morning. They are still getting that morning boost that children need to start their day off right."

For more information about NSBW and CCSD meals, visit www.ccsdschoolmeals.com or www.schoolnutrition.org/SchoolMeals.

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About the Charleston County School District

Charleston County School District (CCSD) is a nationally accredited school district committed to providing equitable and quality educational opportunities for all of its students. CCSD is the second-largest school system in South Carolina and represents a unique blend of urban, suburban, and rural schools spanning 1,300 square miles along the coast. CCSD serves approximately 49,000 students in 88 schools and specialized programs.

CCSD offers a diverse, expanding portfolio of options and specialized programs, delivered through neighborhood, magnet, IB (international baccalaureate), Montessori, and charter schools. Options include programs in science, technology, engineering, and mathematics (STEM); music and other creative and performing arts; career and technical preparation programs; and military.