

STATE OF COLORADO

OFFICE OF THE GOVERNOR

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John W. Hickenlooper
Governor

December 12, 2011

Dear Colorado School Staff:

As school staff, you work to meet the needs of children every day in order to provide the greatest education and opportunities possible. We know the ill-effects of hunger on many of Colorado's children and ask you to support the Colorado School Breakfast Challenge 2011-2012.

Students who eat breakfast in school show improved attendance, behavior, problem solving skills, test scores, attention and memory. Serving breakfast at school can help our students become better learners. Because the School Breakfast Program is federally funded, serving breakfast does not have to cost the schools more money, and in some cases, may be beneficial to the district food service bottom line.

With a purpose to end childhood hunger in Colorado by 2015, No Kid Hungry Colorado, a partnership between the Governor's Office, Hunger Free Colorado and Share Our Strength, has a goal to ensure that all children have access to a nutritious breakfast. In the school year 2009-2010, Colorado averaged 84,000 school breakfasts a day. Last year, 2010-2011, Colorado schools served an average of 108,509 school breakfasts a day, a growth of 29% in one year!

Phase One of the Colorado School Breakfast Challenge began in 2009. Phase Two ended in April 2011 and winners will be announced in January 2012. With the successful growth of the School Breakfast Program, Hunger Free Colorado is extending and expanding to offer the Participation Challenge and the Innovation Challenge this school year.

The **Participation Challenge** will award prizes for district-wide breakfast participation rate growth on two tiers. Tier One includes districts with 0-39% free and reduced-price eligible students. Tier Two includes districts with 40% or higher free and reduced-price eligible students.

The **Innovation Challenge** can be won by schools or districts. This challenge benefits not only schools with new or expanded breakfast programs, but also breakfast programs that are already successful. This challenge will award three prizes for innovations in the breakfast program that improve quality of food, service, community engagement or atmosphere.

The No Kid Hungry Colorado's hope is that all children in Colorado will have access to a nutritious breakfast that will help them learn and succeed in school. You can be a part of that. Please join us by encouraging and supporting your schools to participate in these challenges. For technical assistance with the Challenge, please contact Dinah Frey at dinah@hungerfreecolorado.org or 720-328-1284.

Sincerely,

A handwritten signature in blue ink, appearing to read "John W. Hickenlooper".

John W. Hickenlooper