

STATE OF COLORADO

OFFICE OF THE GOVERNOR

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Bill Ritter, Jr.
Governor

July 29, 2010

Dear Principal:

It is our great pleasure to announce the Colorado School Breakfast Challenge. As a principal you have devoted your career to helping Colorado children grow and prosper. You also see each school day the struggles of students who don't start the day with a nutritious meal. The good news is that we can solve this problem, and we can do it in a way that does not add financial burden nor take away from instructional time. To the contrary, serving breakfast can help our students become better learners, and financially help our schools.

That is why we are so excited about the Colorado School Breakfast Challenge. Every Colorado school will be automatically enrolled in this competition that challenges schools to increase breakfast participation. The top-performing schools will receive cash prizes.

Whether your school has never served breakfast, or already has a breakfast program with high participation, we can do more. Many schools find that the most effective way to increase participation in the School Breakfast Program is to serve breakfast in the classroom. This serving method ensures that all students have an opportunity to eat. **Breakfast can be counted as instructional time when served in the classroom in conjunction with instruction that is consistent with the local school board's standards.**¹

¹ See Colorado Department of Education regulations on classroom instructional time: 2254-R-2.06 (page 4) and Section 22-32-109, C.R.S. http://www.cde.state.co.us/cdeboard/download/bdregs_301-39.pdf

Studies show that students perform better in school when they have access to a healthy breakfast. Specifically, students who eat breakfast:

- Score better on standardized tests
- Have higher academic achievement
- Have less health problems
- Behave better in class.

Many children in Colorado do not eat breakfast at home. Some families are struggling in this tough economy to put enough nutritious food on the table. Even in families with enough resources, busy morning routines can make it difficult to sit down and eat a healthy breakfast. Fortunately, the School Breakfast Program provides funding for schools to provide nutritious morning meals to their students.

For all of these reasons, increasing participation in the School Breakfast Program is among the immediate goals of the Campaign to End Childhood Hunger by 2015, which was launched in November 2009 in partnership with Governor Ritter, Lt. Governor O'Brien, Share Our Strength—the national anti-hunger organization, and Hunger Free Colorado. Our hope is that all children in Colorado will have access to a nutritious breakfast that will help them learn and succeed in school.

Please take a moment to look at the materials provided in the School Breakfast Program Expansion Toolkit. These materials are designed to help increase school breakfast participation. For technical assistance, please contact Katherine Moos at kmoos@hungerfreecolorado.org or 720-328-1284.

Sincerely,



Governor Bill Ritter, Jr.



Commissioner Dwight D. Jones