

# Fun Breakfast Promotion Ideas

## Theme Days

**Use these theme day ideas to promote breakfast at your school.**

**Teddy Bear Breakfast** - Invite students to bring their favorite Teddy Bear to breakfast. Offer Teddy Grahams on the breakfast menu. Give students a Teddy Bear worksheet to color. Have them write down their Teddy Bear's favorite fruit and vegetable and have them color in the picture.

**Celebrity Look-alike Contest** - Have students vote for the best look-alike, or take students' photographs and display them for their classmates to guess who they are supposed to be.

**Sports Day** - Invite a local sports personality to breakfast during local youth league sign-ups for T-ball, soccer, etc. Arrange for a raffle or drawing for tickets to a local athletic event.

**Cereal Box Design** - Ask the food service staff to come up with a silly name for a new cereal (fictional). Have students design the box and invite high school art students to judge the top three designs. Then ask students to write two sentences to explain why this new cereal is so nutritious. Display these around the cafeteria. Approach local grocery stores about donating fresh fruit or redeemable coupons for nutritious foods such as a granola bar, milk chug, or fresh muffins.

**Backwards Day** - Serve breakfast for lunch and lunch for breakfast. Encourage students and staff to wear their clothes backwards. Take the name of various fruits, vegetables, and recipes and spell them backwards. Place these word jumbles around the cafeteria. Ask students to guess the names of the backward words and place in a box for a drawing for a small prize.

**Story Time** - Invite the principal or a teacher to read a book to students at breakfast. Read a story with a food theme and serve that item for breakfast. For example, read **Green Eggs and Ham** by Dr. Seuss to students while they eat.

**New Food Items** - Advertise new food items before serving them at breakfast. Place posters and "teaser" signs promoting the new items in the hallway and on cafeteria walls. Adjust the recipe for family size and submit the recipe to a local newspaper as a press release.

**Classroom Participation Contest** -At the beginning of the school year, give students a Breakfast Participation Card. Every time the student eats breakfast at school, give them a small sticker to place on the card. When the card is full, the student can redeem for a small prize and receive another card. Another option is to put "full" cards in a box and at the end of the year have a drawing for a large prize, such as a bicycle.

This information is from the **School Breakfast for First Class Learning** developed by the Midwest 5-Star Child Nutrition Task Force.