# SNP Memo #2020-2021-41

[](http://www.doe.virginia.gov/administrators/index.shtml)  
**COMMONWEALTH of VIRGINIA   
Department of Education**

DATE: January 15, 2021

TO: Directors, Supervisors, and Contact Persons Addressed

FROM: Sandra C. Curwood, PhD, RDN, ***Sandy***

## SUBJECT: Breakfast Club Award for National School Breakfast Week 2021

National School Breakfast week (NSBW) is March 8-12, 2021, and the theme is “Score Big with School Breakfast”. To support schools striving for success with breakfast, the Virginia Department of Education, Office of School Nutrition Programs (VDOE-SNP), Virginia Department of Health, and the Breakfast Club are providing selected schools with promotional materials to celebrate and promote school breakfast. The Breakfast Club is a VDOE-SNP taskforce comprised of community partners and nutrition directors with a mission to advocate for access to nutritious, local foods through school breakfast. The goal is to recognize schools for breakfast achievements and to support increased participation in school breakfast.

School nutrition program directors are encouraged to nominate a school within their division to receive promotional canvas tote bags. School nutrition directors may nominate a school by completing the [2020-2021 Virginia School Breakfast Award Application](https://www.surveymonkey.com/r/school-breakfast-champions) between January 15 and January 22, 2021. School recipients will be chosen that are prioritizing the nutritional quality of school breakfast, offering an alternative breakfast service model, providing local foods for breakfast, or implementing other initiatives to prioritize breakfast in their schools. Recipients will be mailed the grab-and-go breakfast tote bags in time for celebrating NSBW.

NSBW is a perfect opportunity to use the resources and toolkit available on the [School Nutrition Association website](https://schoolnutrition.org/meetings/events/nsbw/2021/) to promote breakfast. Bring stakeholders together to celebrate a week of promoting breakfast that will become part of each school’s culture. The NSBW 2021 Toolkit includes pages of resources and ideas to help you plan a successful campaign, including activity sheets, social media posts, and a resource checklist.

If you are interested in learning more about the Breakfast Club taskforce or have any questions about the Breakfast Club Award or celebrating NSBW, please email Laura Burns, SNP Wellness Policy Specialist, via email at [laura.burns@doe.virginia.gov](mailto:laura.burns@doe.virginia.gov).

SCC/LB/cc