

## **FOR IMMEDIATE RELEASE**

**CONTACT:** Anthony Hopkins, [anthonyh@pccy.org](mailto:anthonyh@pccy.org)  
215-563-5848 x23 (w) or 484-433-7490 (c)

Ronna Bolante, [rbolante@hungercoalition.org](mailto:rbolante@hungercoalition.org)  
215-450-0555 ext. 110

### **Philadelphia's Feltonville School of Arts and Sciences Tops in PA for School Breakfast**

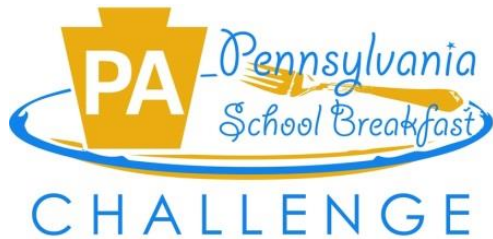
#### ***School Beat Out 1,000 Schools across PA to Win First Pennsylvania School Breakfast Challenge***

**PHILADELPHIA** (June 13<sup>th</sup>, 2014) – Philadelphia's own Feltonville School of Arts and Sciences is the winner of the first ever Pennsylvania School Breakfast Challenge. Launched by the state Department of Education, local businesses and child and anti-hunger organizations in January, the Pennsylvania School Breakfast Challenge aims to increase participation in school breakfast to ensure all students start their day ready to learn. More than 1,000 schools across the state competed in the Challenge, which set a goal for schools to increase the share of students eating breakfast at school by 30 percent. Feltonville School of Arts and Science's breakfast participation jumped from 29% to 77%. Their efforts earned them the Challenge's top prize of \$3,000.

"We are proud of the efforts of our teachers and students to win this challenge," said Michael Reid, Principal for Feltonville School of Arts and Sciences. "The prize will certainly help our school, but more importantly, we now have many more students eating breakfast at school, and starting the day right."

Two schools tied for second place and will each receive \$1,500: RB Wiley Charter School in Erie and Woodrow Wilson Middle School in Philadelphia.

Breakfast is considered the most important meal of the day, but far too many low-income children in Pennsylvania don't get the nutrition they need at school. Pennsylvania ranks 39th in the country for student participation in the school breakfast program, according to the Food Research and Action Center. More than half—55 percent—of low-income students who receive free or reduced-price lunch are still missing out on the benefits of school breakfast.



“A child’s ability to succeed in the classroom starts with a healthy, nutritious breakfast,” said Kathy Fisher, Family Economic Security Director for Public Citizens for Children and Youth (PCCY). “It is promising to see more schools recognizing this link and adopting effective practices that help improve access to breakfast. The Challenge is just the start, and we hope more schools will utilize ‘breakfast in the classroom’ in younger grades and ‘grab and go’ meals that allow high school students to pick up breakfast on their way to class.”

The Pennsylvania School Breakfast Challenge is supported by nonprofit organizations, local food retailers and community leaders throughout the state. Governor Tom Corbett and First Lady Susan Corbett are co-chairs of this initiative.

“No child should have to start their day on an empty stomach,” said Julie Zaebst, Policy Center Manager at the Coalition Against Hunger. “While the winners of the Challenge deserve tremendous praise for their efforts, we also want to commend every single school that stepped up to take the Challenge to improve the health and learning outcomes of their students.”

Sponsors of the Pennsylvania School Breakfast Challenge who generously contributed either funding for cash awards or grants to schools for equipment include American Dairy Association and Dairy Council (ADADC), Castle Shannon Shop 'n Save, ConAgra Foods, Food Research and Action Center, Giant, Giant Eagle, Mazon, Mid-Atlantic Dairy Association, Pennsylvania Food Merchants Association, Philadelphia Eagles, Philadelphia Phillies, Pittsburgh Pirates, Pittsburgh Steelers, Price Chopper, Sauder's Eggs, Share Our Strength, ShopRite, Specter Family Foundation, and Weis Markets.

For a full list of the Challenge’s 23 winning schools and more information, please visit [www.paschoolbreakfast.org](http://www.paschoolbreakfast.org).

###