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**For Immediate Release**

**[District] Schools Celebrate National School Lunch Week**

*“Level Up with School Lunch” Campaign highlights #NSLW23*

(CITY, STATE) – October [XX], 2023 – To recognize the National School Lunch Program, serving nearly 30 million children each day, [District] schools will celebrate National School Lunch Week from October 9-13, 2023. The fun and creative campaign theme, “Level Up with School Lunch,” highlights the importance of a healthy school lunch to a student’s success both in and out of the classroom.

[Research](https://now.tufts.edu/news-releases/study-finds-americans-eat-food-mostly-poor-nutritional-quality-except-school) shows children are getting their healthiest meals at school. National School Lunch Week will highlight the nutritious foods available daily at [District’s] schools. [Insert details about specific healthy foods served during NSLW and throughout the year. Include details about how your program is helping educate kids about healthy choices and physical activity.]

“School lunches offer students fruits and vegetables, whole grains and milk, and meet federal nutrition standards limiting fat, calories and sodium,” said [Director name, title]. “National School Lunch Week helps us educate parents and students about all the wonderful benefits of our lunch program.”

[Insert details on your planned activities for “Level Up with School Lunch,” meal plans and/or date and time of special NSLW events.]

The federally funded National School Lunch Program (NSLP) has been fueling students for success for 77 years. [Insert details about meal prices – e.g., Students can enjoy the convenience of a healthy school lunch for just *$X.XX* elementary, $*X.XX* middle and $*X.XX* high school.] Some students may qualify for free or reduced-price meals. Contact xxx to learn out more.]

The “Level Up with School Lunch” campaign is made possible by the nonprofit School Nutrition Association and Kellogg’s. Parents and students can follow the fun on social media using the hashtags #NSLW23, #LevelUpWithSchoolLunch and #SchoolLunch.

For more information on National School Lunch Week, visit [District nutrition program website] [and/or] <https://schoolnutrition.org/nslw/>.

[INSERT YOUR SCHOOL DISTRICT BOILER PLATE LANGUAGE HERE]

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