Breakfast is known as the most important meal of the day. Studies have shown that students who eat a healthy breakfast have better test scores, increased energy and a healthier body weight. Other benefits of eating breakfast include mood improvement, better memory and concentration.

**How would you promote breakfast?** Create an original 30-second public service announcement (PSA) to help encourage other students to eat school breakfast. Open to all elementary, intermediate and high school students.

**Resources:** More info about the importance of breakfast can be found at https://bestpractices.nokidhungry.org/research/school-breakfast.