Sample BIC Letter to Parents

[DATE]

Dear Parents and Guardians,

[School Name] is starting a new Breakfast in the Classroom program available to all students at the beginning of every school day! Starting on [Date], students can start their school day by eating breakfast with their classmates. While students eat, teachers can take attendance, collect homework and make announcements and many classrooms use the time for “morning meeting” or free-choice silent reading. It’s a time for everyone to get comfortable and ready for a day of learning. It’s that simple!

Why School Breakfast? Because it’s the most important meal of the day!

* Students have better concentration after eating and are more likely to retain what they’re learning in class
* Students have fewer stomachaches and headaches and trips to the nurse when they’ve had breakfast
* Eating a healthy breakfast improves mood and behavior

Why Breakfast in the Classroom? Because more kids can eat!

* Not all students arrive before the start of school to eat in the cafeteria. Buses sometimes don’t arrive on time and many parents are rushed in the morning when driving kids to school.
* Some kids choose socializing with friends or playing outside rather than eating.
* Cafeterias can’t accommodate all students at the same time.
* Students may not be hungry early in the morning before school.

We’re hopeful our new Breakfast in the Classroom program will encourage more students to start their school day the healthy way!  Please contact [name/email] for more information or check out [website] for complete Breakfast in the Classroom program details as well as current menus and cost. (All Breakfast in the Classroom meals meet the same nutrition standards as cafeteria meals.)

Sincerely,

[Name]

[Title]