In October of 2018, Idaho will participate in its first ever, student driven, statewide School Breakfast Challenge!

**Challenge Objectives:** To raise awareness of how school breakfast affects academic success and increase participation in school breakfast across the state of Idaho.

**When:** October 1-31, 2018.

**Awards:** The top 10 participating schools will receive an award in the amount of $500!
- Winning schools will be judged on the percentage increase of breakfast participation during the month of October.
- Increase during October will be compared to September 2018 breakfast participation as recorded by the Idaho Department of Education Child Nutrition Program.

**Registration:** Ends September 15, 2018.
- To register your school, go to idahohunger.org and click on the Idaho School Breakfast Challenge 2018 tab at the top of the page.

**Resources:** Support for a successful campaign is available.
- Participating schools can apply for a limited amount of campaign funding by September 20.
- Digital customizable toolkit, mock event calendar and flyer at idahohunger.org.
- Additional resources available through http://idahodairy.com/fueluptoplay60/

**Partners:** The following organizations pledge their support of the Idaho School Breakfast Challenge.

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We know you want to make sure your students have all the necessary tools to succeed each morning! Breakfast is often one they miss out on! Join the Idaho School Breakfast Challenge and compete against other Idaho schools to see who will increase their school breakfast participation!