

# Help fuel kids into the Top 10 by 20 by participating in **Year 2** of Missouri's School Breakfast Challenge!



The Missouri Department of Elementary and Secondary Education and the Midwest Dairy Council are partnering on a new challenge to increase student breakfast participation in school districts across the state.

## CHALLENGE DETAILS

Missouri's School Breakfast Challenge will occur during the 2013 – 2014 school year. All public, charter and private school districts are automatically included in the challenge and will be categorized into five tiers based on enrollment. Schools will be eligible for cash prizes if they have a 20 percent breakfast participation increase from the 2012 – 2013 school year to the 2013 – 2014 school year. The top three districts in each of the five enrollment tiers would qualify for cash prizes.\*

Districts will be reviewed based on their enrollment:

10,000 +	500 – 999
3,500 – 9,999	up to 500
1,000 – 3,499	

## CASH PRIZES

- 🥇 Five gold awards of \$3,000
- 🥈 Five silver awards of \$2,000
- 🥉 Five bronze awards of \$1,000

\* Based on a minimum increase of 20% in breakfast served per student.

For additional resources or more information, visit [dese.mo.gov/fas/food/breakfast-challenge](http://dese.mo.gov/fas/food/breakfast-challenge).  
Or contact us at [schoolfoods@dese.mo.gov](mailto:schoolfoods@dese.mo.gov)  
or (573) 751-3526.

