



FOR IMMEDIATE RELEASE

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Moncton Wildcats Auction Art to Support School Breakfast Programs

School District 2 Superintendent Karen Branscombe and Moncton Wildcat General Manager Bill Schurman announced today a unique Art Project that will support Breakfast Programs in School District 2.

More than 700 students in grades 1 to 4 will work together in their classrooms to create unique pieces of "collaborative art". Each piece of art will be professionally framed in preparation for the Silent Auction. The Art will be displayed at the Coliseum over five December games, at various corporate sponsor locations, and throughout a variety of venues in Downtown Moncton. It will also be featured on the Moncton Wildcats' website and at various functions throughout the month of December.

Silent Auction winners will be announced at the Moncton Coliseum on December 31st at the Wildcats' New Year's Eve game vs Saint John. Fifty percent of the money raised will go to support Breakfast Programs throughout the District. The remaining 50% will go toward the program of choice within the participating school.

"It is great to partner with the Moncton Wildcats on a new initiative" says Ms. Branscombe. "The need for Breakfast Programs in our schools continues to grow and through the support of dedicated community partners like the Wildcats we can help individual schools meet the growing need. This initiative will not only raise funds, but it will also raise awareness of how important a nutritious breakfast is to a student's success in school."

The five participating schools are Magnetic Hill, Beaverbrook, Forest Glen, Shediac Cape, and Port Elgin Regional School. All five schools are designated Community Schools. As a Community School, each one has identified goals and strategies for supporting students and their families, as well as the community at large.

"This is a great project for our Community Schools," says Lorraine Kennedy, School-Based Community Coordinator for the Moncton area schools. "It allows the participating schools to raise money for a special project of their own, and to support other schools within the District who need more funds for their Breakfast Programs. It is a win-win!"

Moncton Wildcat General Manager Bill Schurman understands the need for Breakfast Programs in local schools and is enthusiastic about the project.

"The Wildcats are honored to have partnered with Community Schools for a project such as Art on Ice in support of the Breakfast Programs. Art is creative.... And to bring out that creativity, it helps to start the day off with a good breakfast! Unfortunately, for various reasons, many children don't have the opportunity to eat breakfast at home so something like the Breakfast Programs helps them get their day started. "

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School District 2 Breakfast Programs

Better Breakfast, Better Learning

When a child is well-nourished, they perform better in school.

School District 2 is working with partners in South East New Brunswick to ensure that students receive the healthy breakfasts, lunches and snacks they need to succeed.

There are many reasons that children arrive at school without eating breakfast:

- No time (waking up too late)
- Not hungry (it takes at least 20-30 minutes from the time of waking to feel hunger symptoms!)
- Parents are busy or off to work
- Long bus rides/transportation
- Financial burdens and the cost of nutritious food

A child who is hungry in class will have trouble staying focused, sitting still, or completing tasks. Since the heaviest learning occurs in the morning, the consequences of missing breakfast are significant.

A good quality breakfast is key. A balanced breakfast, including food from at least 3 of the 4 food groups, offers the longest energy duration.

The Need for Support

School Breakfast Programs rely on financial support from community partners for funding. *Breakfast for Learning* is a national organization that provides “seed” money for breakfast programs, but cannot provide sufficient funds to cover the cost of ongoing programs and programs that continuously grow to serve more students.

Schools seek financial support through individuals, churches, and local businesses to provide sustainability to their programs. Some receive gifts-in-kind from local grocery chains, bakeries, etc. The basic cost per child per breakfast is \$0.85.

If a school is serving 40 children, the breakfast program will cost approximately **\$6,290.00** for the year.

A school that serves 100 students on average will require **\$15,725.00** to sustain the program.

Although breakfast programs differ from school-to-school, they are for the most part organized and supported through dedicated volunteers, Home and School, and committed staff.

We know that by helping to feed our students we are also nurturing strong minds and providing students with the best chance of success possible.

Thank you for your support!