



NATIONAL SCHOOL BREAKFAST PROGRAMME: MARKETING MATERIALS FOR SCHOOLS

Wording for school website pages

The National School Breakfast Programme

Our school has joined the government's National School Breakfast Programme (NSBP), which is being delivered by the charities Family Action and Magic Breakfast.

As a NSBP School we are pleased to offer a healthy school breakfast, available to all, and enjoy the benefits that brings, with children settled and ready to learn at the start of the school day.

Logos

Your school may use the joint Family Action | Magic Breakfast logo on the school's website.

NSBP Social Media

Useful hashtags to use:

#NSBP | #fuelforlearning | #schoolbreakfast | #healthybreakfast

Useful twitter handles:

Department for Education: @educationgovuk

Family Action: @family_action

Magic Breakfast: @magic_breakfast

NSBP press release

The NSBP would be delighted if your school wanted to contact local press to publicise the fact that you have signed up to the benefits of the National School Breakfast Programme. We have written a press release that you can adapt before sending it to journalists. If you would like any further help with media, please contact:

Sophia Dettmer | Senior Communications Manager | Magic Breakfast

Email: Sophia@magicbreakfast.com | Tel: 07399 553154

Tim Simpson | Best Practice and Sustainability Lead | National School Breakfast Programme

Email: Tim.Simpson@family-action.org.uk | Tel: 07827 938966