



Farmhouse Breakfast Week 2011

23rd – 29th January

Farmhouse Breakfast Week is fast approaching! This year HGCA is urging the one in four breakfast skippers to “Shake Up Their Wake Up” by making a healthy breakfast a priority.

Organisers, HGCA, have rejuvenated the annual campaign with a new theme “Shake Up Your Wake Up”. The campaign will challenge breakfast skippers to shake up their morning routine and start the day with a healthy balanced breakfast, whether it’s at home or when they get to school.

Thousands of children regularly skip breakfast every day yet research shows that by eating a healthy balanced breakfast, pupils’ concentration, mood and energy levels will be improved.

So hold a Shake Up Your Wake Up breakfast event at your school and encourage everyone to shake up their morning routine. Invite pupils, parents and teachers to enjoy breakfast at school before lessons begin. You could even start the day with a ten minute work out, to really give you a kick start! For more ideas on how to take part please visit www.shakeupyourwakeup.com/get-involved.

If you hold a special event for Farmhouse Breakfast Week, be sure to order the **free resources** to help promote your event. There are posters, stickers and recipe booklets available to order on the website at www.shakeupyourwakeup.com/get-involved/order-your-resources

For further information please visit the website www.shakeupyourwakeup.com , email breakfast@hgca.com or telephone 024 7647 8735.