



MEDIA RELEASE

For Immediate Release

Children at MacDonald Drive Elementary launched their new Kids Eat Smart Club!

January 30, 2015, St. John's – Children at MacDonald Drive Elementary joined thousands of other school aged children, in our province, who have a nutritious breakfast every school day, thanks to their new Kids Eat Smart Club.

MacDonald Drive Elementary celebrated the start of their Kids Eat Smart Club with a special launch of the program at their school this morning. Every school day approximately 250 children at MacDonald Drive Elementary receives a nutritious Grab and Go Breakfast consisting of a variety of nutritious foods such as, fruit, milk, whole grains, cheese and yogurt. Students, staff, volunteers and special guests were on hand to help the children celebrate this wonderful occasion.

“We are thrilled to add another school to our Kids Eat Smart Family,” said Dr. Victoria Crosbie, Chair, Board of Directors. “We are one step closer to our goal of being in every school in our province,” she said.

The KES Club, which recently started in the school, has been very successful. “Our students love the Breakfast program,” said Ms. Patricia Emberley, Principal. “Our Grade 1 teachers have noticed that students are no longer asking when recess starts as most of their students are taking part in breakfast when they come in each morning,” she said.

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Kids Eat Smart Foundation Newfoundland and Labrador

Kids Eat Smart Foundation Newfoundland and Labrador is a registered charity that works to ensure children throughout the province attend school well-nourished and ready to learn. Kids Eat Smart Foundation provides funding to run and support 240 Kids Eat Smart Clubs in schools and community centres. On an average school day nearly 6000 volunteers serve over 22,000 meals to school aged children province wide.

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