



NEW YORK

National School Breakfast Week is Here! Join New York's Celebration on Social Media!

This week is National School Breakfast Week (NSBW)! It's also a historic moment for New York: we're celebrating the inaugural year of universal free school meals.

Join us on social media to highlight the power of free school breakfast in your community and the dedicated school professionals feeding New York's 2.7 million students every morning, all year long.

Take Action: Post on Social Media during NSBW

WHEN: Anytime this week—Monday, March 2 - Friday, March 6, 2026

WHAT: Schools and partners, post on social media using our [NEW toolkit](#)! Created in partnership with No Kid Hungry New York, this toolkit includes sample captions and graphics co-branded with the NYS Education Department (NYSED) designed to promote the impact and availability of free school breakfast for all students. *Available in English and Spanish.*

Explore the toolkit



Additional NSBW Actions:

1. **Join the conversation on social media.** This week, we'll be sharing daily posts highlighting New York's historic NSBW. Connect with us on social—like, share and comment about school breakfast in your community!
 - Use and follow these hashtags: #NationalSchoolBreakfastWeek, #SchoolBreakfastNY, #NSBW26, #BreakfastAftertheBell, #Meals4AllNY
 - Tag us on social media:
 - Hunger Solutions New York: [Instagram](#), [X](#), [LinkedIn](#), and [Facebook](#)
 - No Kid Hungry New York: [Instagram](#), and [X](#)
2. **Share how you're celebrating with NYSED:** [Use this form](#) to share descriptions and photos of special menu items, theme days, special guest speakers, decorated cafeterias, carts, and more!
3. **Tune in for FRAC's breakfast week webinar Thursday 3/5 at 3 p.m.**
[The Quest for Student Success Starts With School Breakfast](#): Join the Food Research & Action Center (FRAC) and a panel of child nutrition leaders for a conversation about how schools are expanding breakfast access and setting students on the path toward lifelong achievement. [Register here](#).

We Are Here to Help

Thank you for your efforts to ensure free school breakfast reaches students during National School Breakfast Week and throughout the school year. Looking for individualized assistance at no cost? Contact Francesca DiGiorgio at Francesca.DiGiorgio@HungerSolutionsNY.org and the [No Kid Hungry New York team](#).

Donate Today

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