



## **MEDIA RELEASE**

FOR IMMEDIATE RELEASE

Attention: News/Health/Education/Lifestyle Editors

### **HELPING CHILDREN GET THEIR GRAINS**

#### **Breakfast for Learning partners with the Oat & Barley Council of Ontario**

(November 3, 2008 – Toronto, ON) – Studies show that well-nourished students perform better in school. Nutritious meals and snacks throughout the day give children the energy they need to stay alert and engaged in class - and Canada's Food Guide recommends wholesome grain products as part of a healthy, balanced diet.

Breakfast for Learning is proud to announce their partnership with the Oat & Barley Council of Ontario, a collaboration to raise awareness and educate Ontarians about the nutritious benefits of oats and barley, and help support student nutrition programs across the province.

"We are thrilled to have the Oat & Barley Council of Ontario join us in our efforts to ensure every child attends school well-nourished and ready to learn," says Wendy Wong, President & CEO, Breakfast for Learning.

"Incorporate oats and barley into healthy meals. For instance, give children a bright start in the morning with a healthy breakfast, such as a bowl of oatmeal accompanied with fresh fruit and a glass of milk."

Canada's Food Guide recommends the following servings of grain products per day: Children (4 to 8 years) – 4 servings; Children (9 to 13 years) – 6 servings; and Teens (14 to 18 years) - 6 servings (females) and 7 servings (males).

"With childhood obesity, Type 2 diabetes and other related health issues on the rise, raising awareness about proper nutrition and assisting children in making better food choices becomes increasingly important," continues Wong. "Oats and barley are both excellent sources of fibre, and including wholesome grains in nutritious meals and snacks helps to ensure children get the nourishment they need for healthy development."

Breakfast for Learning and the Oat & Barley Council of Ontario, utilizing funding provided by MaRS Landing, as well as Agriculture and Agri-Food Canada through the Agricultural Adaptation Council's CanAdvance Program, will be at The Royal Agricultural Winter Fair from November 7<sup>th</sup> to 16<sup>th</sup>, 2008 at The Direct Energy Centre, Exhibition Place in Toronto. Learn more about oats and barley at the interactive display and get your copy of *Healthy Eating with Ontario Oats and Barley*, a great new cookbook, available for sale with proceeds going towards supporting student nutrition programs in Ontario. For more information, and child nutrition education, resources and research, visit [www.breakfastforlearning.ca](http://www.breakfastforlearning.ca).

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#### **About Breakfast for Learning**

Working to ensure every child in Canada attends school well-nourished and ready to learn, Breakfast for Learning helps support and sustain school-based breakfast, lunch and snack programs across the country. In 2007-08, Breakfast for Learning funded over 3,100 programs, helping to nourish more than 360,000 students. In addition, Breakfast for Learning provides ongoing program support and child nutrition education, resources and research. For more information, visit [www.breakfastforlearning.ca](http://www.breakfastforlearning.ca)

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