## *Hear the Maryland Crunch!*

## Announcement Scripts for Schools

**Morning Announcement for the week of March 16-20**

* Good morning [school name]!
* Next week, on Wednesday, March 25, we will celebrate *Hear the Maryland Crunch*!
* On this day, at [time], we will all bite into an apple at the same, exact time.
* When we all bite an apple together, we will make the loudest crunching sound ever!
* Did you know that when we eat a healthy breakfast we do better on tests, are less likely to get a cold, and are better able to concentrate?
* At our school, we have school breakfast available every day in [location] at [time]. Tomorrow, the breakfast menu includes [tomorrow’s breakfast menu]. Yum, that sounds delicious!
* Get ready to *Hear the Maryland Crunch* next week!

**Morning Announcement for Monday, March 23**

* Good morning [school name]!
* Today is Monday, March 23 and we want to remind you that on Wednesday, all of us here at [school name], and all the schools around Maryland, will *Hear the Maryland Crunch!*
* At exactly [time], our whole school will bite into apple together. We are going to make a crunch so loud, the whole county will hear us!
* We are participating in this event because we believe that every student in Maryland should have access to a healthy breakfast every day.
* When you wake up in the morning, it has been between 8 and 12 hours since you last ate dinner or had a snack! Even though you may not think you’re doing anything while you sleep, your body is using energy to keep you healthy and strong. That is why you need a boost from the nutrients in breakfast foods.
* Breakfast helps us to concentrate at school so we can learn new things.
* Get ready to *Hear the Maryland Crunch* - Wednesday morning!

**Morning Announcement for Tuesday, March 24**

* Good morning [school name]!
* Today is Tuesday, March 24, and tomorrow, we will *Hear the Maryland Crunch!*
* Tomorrow morning, we will all crunch an apple together to help spread the word about the importance of the School Breakfast Program!
* March 25th is also Maryland Day, a day to celebrate our great state.
* Maryland is the home state of the National Anthem, the Naval Academy, and the first school in the United States.
* Tomorrow, to support our great state, let’s all wear red, yellow, white, and black - the colors of the Maryland state flag.
* Get ready to *Hear the Maryland Crunch* - tomorrow morning!

**Morning Announcement for Wednesday, March 25**

* Good morning [school name]!
* The day is finally here, March 25th! Time to celebrate Maryland by *Hearing the Maryland Crunch!*
* At [time] today, we will all bite an apple at the same time, making a crunch to be heard all across the state.
* Every student should have access to a healthy breakfast every day, and by spreading the crunch, we will be spreading this message!
* Some of our favorite food to eat for breakfast are: [List a few examples of your favorite healthy breakfast foods. Some examples: apples, pears, bananas, yogurt, toast with peanut butter, etc.]
* Get ready to hear the crunch at [time]!

***Hear the Maryland Crunch* Countdown**

* Today is Wednesday, March 25th, Maryland Day, a day to celebrate our wonderful state.
* Thousands of Marylanders will join us today in biting into an apple and hearing the crunch to help spread the message that every student in our state should start the day with a healthy breakfast.
* Maryland has helped to lead the way in implementing breakfast programs, and it has made a difference.
* Students who eat breakfast are healthier, better students, and even have better attendance.
* That’s why we’ll celebrate today by crunching together.
* Get your apple ready, it’s time to *Hear the Maryland Crunch!*
* Help me count down from ten - then we will say “crunch!” and all bite our apples together.
* We’re going to make a crunch so loud, the whole state will hear us!
* 10-9-8-7-6-5-4-3-2-1- Crunch! (bite)
* We did it!