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FOR IMMEDIATE RELEASE

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NEW BRIDGE SCHOOL 2ND GRADE STUDENT WINS ESSAY CONTEST AND EARNS CLASS FIELD TRIP TO DAIRY FARM

OGDEN, UT March 29, 2017: New Bridge School second grade student, Genesis Gonzalez, is the winner of the essay contest, "How Eating Breakfast Helps Me Play at the Top of My Game." The Dairy Council of Utah/Nevada and the Utah Jazz Dancers introduced the contest during an assembly on March 6th to celebrate National School Breakfast Week. Her winning essay earns her entire second grade class a field trip to a local dairy farm where they will learn more about where good food comes from.

In her essay, Gonzalez says, "breakfast helps me read so that I wouldn't get tired...so I could read twenty or more minutes and it can help me understand what the book is about." Research shows that children who eat school breakfast are more likely to reach higher levels of achievement in reading and math, have better concentration, and maintain a healthy weight. Gonzalez was able to make that connection beautifully. She also believes that breakfast helps give her energy to be a good sister to her little brother.

New Bridge Principal, Vincent Ardizzone, has enjoyed this process and feels that it has been memorable for his students. "It is through dancing and writing that our students learned the importance of breakfast," he says. "This partnership has allowed our school to emphasize healthy habits and community involvement."

On Wednesday, March 29, 2017, the students will board a bus and head to Green Acres Farms where they will be joined by the Jazz Bear and hosted by dairy farmer, Ron Gibson. Dairy farming has been in Ron's family for 6 generations, and he is passionate about engaging people – showing them his cows, his farm and where local milk comes from.

Jenn Harrison, CEO of the Dairy Council of Utah/Nevada says, "One of our primary goals at Dairy Council is to share the dairy farmer story. This farm tour is a great opportunity to offer a fun, out-of-the-ordinary experience that provides young children with a much-needed connection between agriculture and good nutrition. We are thrilled to be working with the Gibsons, the Jazz Organization and New Bridge School to make this happen."

WHEN: Wednesday, March 29, 2017 Time: 9:30am

WHERE: Gibson Green Acres Farm | 449 south 4700 west, Ogden, UT

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The Dairy Council of Utah/Nevada is a non-profit organization comprised of a small team of dedicated professionals devoted to the promotion of local agriculture, lifelong health, and the enjoyment of food. We work on behalf of Utah & Nevada's Dairy Farm Families to provide timely, scientifically based nutrition information to the media, health professionals, consumers, and others concerned about fostering a healthy diet in addition to promoting fun, community-based events to showcase dairy foods and dairy farmers.