



Contact: Jason Brame—(414) 238-6477

Date: March 19, 2007

**MEDIA ADVISORY: BUCKS' MO WILLIAMS TO SHOOT HOOPS AND TALK
BREAKFAST WITH 1,000 KIDS AT BRADLEY CENTER DURING
BREAKFAST EVENT, 9 A.M. TUESDAY, MARCH 20!**

What: One thousand area elementary school kids will pack the Bradley Center for “Breakfast with the Bucks,” a program to encourage kids to eat breakfast, presented by the Milwaukee Bucks, Hunger Task Force and Piggly Wiggly. Bucks guard Mo Williams will take questions and play the basketball game PIG with a student. Mascots will greet kids and seat them. Everyone will get a grab ‘n’ go breakfast bag with apples, crackers, cheese and water to take home.

Visuals: **The 6-foot-1-inch Williams playing the basketball game PIG with a lucky contest winner.** Lines of area schoolchildren—more than 1,000 kids in all—hopping off their buses and streaming into the Bradley Center to meet Mo Williams. Kids packing four sections of the Bradley Center’s lower level, and hugging and high-fiving well-known mascots like Piggly Wiggly’s Mr. Pig, Air Bango the Buck, Tony the Tiger, and Snap, Crackle and Pop. Kids taking home red grab ‘n’ go breakfast bags as they leave the Bradley Center.

Who: Milwaukee Bucks guard Mo Williams (scheduled to appear); students from 21st Street School, O.W. Holmes, Westside Academy and Sherman Multicultural; Skip Robinson, Milwaukee Bucks director of community relations; Andre Daniel, Milwaukee Bucks athletic trainer; Dawn Thaves, Piggly Wiggly promotions manager; and Sherrie Tussler, Hunger Task Force executive director.

Where: The Bradley Center—1001 N. 4th St.

When: **9-9:45 a.m. Tuesday, March 20**

Interviews: Williams and Bucks staff; Sherrie Tussler, Hunger Task Force executive director; Dawn Thaves, Piggly Wiggly promotions manager

Background: Studies show that children who eat a healthy breakfast perform better and suffer fewer behavioral problems in school. This year, Hunger Task Force partnered with MPS on a program to feed FREE school breakfast in the classroom to 27,000 students in Milwaukee. **See attached school breakfast fact sheet.**

Hunger Task Force is an anti-hunger organization which believes that every person has a right to adequate food obtained with dignity. Hunger Task Force works to prevent hunger and malnutrition by providing food to people in need today and by promoting social policies to achieve food security tomorrow.

School Breakfast Fact Sheet

- “Breakfast with the Bucks” is part of Hunger Task Force’s initiative to feed breakfast to all students in Milwaukee schools. Hunger Task Force is currently partnering with MPS on a program to feed breakfast in the classroom to **more than 27,600 students** at 64 area elementary and middle schools!
- On Tuesday, March 20, Hunger Task Force will also testify in support of Gov. Doyle’s budget proposal before the Joint Finance Committee of the Wisconsin State Legislature. In his 2007-09 proposed budget, **Gov. Jim Doyle is seeking to increase school breakfast participation in Wisconsin by raising the state’s reimbursement to schools by five cents for each breakfast they serve.** The reimbursement increase, from \$.10 to \$.15, will boost federal and state revenue for participating schools, helping schools start new breakfast programs and improve existing ones.
- Numerous studies have shown **breakfast to have a positive effect on students’ academic and social achievement**, including:
 - Increasing class participation
 - Improvements in standardized reading and math test scores
 - Reduction in behavioral problems, absenteeism and tardiness
 - Enrichment of children’s diets and reduction of obesity problems
- For the ninth consecutive year, **Wisconsin ranks 51st nationally in the number of low-income students eating both school breakfast and lunch.** In the 2005-06 school year, of the 232,281 low-income Wisconsin students who were offered school lunch, only 29 percent also ate school breakfast.
- Only 58 percent of Wisconsin schools that offer lunch also offer breakfast, ranking the state 50th in the nation for school breakfast access.