# SCNP Memo #2024-2025-33

[](http://www.doe.virginia.gov/administrators/index.shtml)  
**COMMONWEALTH of VIRGINIA   
Department of Education**

DATE: October 3, 2024

TO: Directors, Supervisors, and Contact Persons Addressed

FROM: Sandra C. Curwood, PhD, RDN, ***Sandy***

## SUBJECT: National School Lunch Week: October 14–18, 2024

The Virginia Department of Education, Office of School and Community Nutrition Programs (VDOE-SCNP), encourages schools to promote and celebrate National School Lunch Week (NSLW) on October 14–18, 2024. Schools are encouraged to share their events and celebrations via the online [Virginia School and Community Nutrition Events Form on the VDOE-SCNP homepage](https://virginiadoe.gov1.qualtrics.com/jfe/form/SV_6Y9FdhbjJcKpMSG).

**Overview**

NSLW has been an annual observance since 1962 when it was established by President John F. Kennedy. The goal is to highlight the importance of healthy school lunches in supporting student wellness and academic achievement.

* Increasing student access and participation,
* Sharing the message with parents that Virginia schools serve healthy, delicious lunches,
* Sharing local media coverage, and
* Connecting with teachers and administrators that school meals support student wellness and academic achievement.

Schools are encouraged to visit the [School Nutrition Association National School Lunch Week website](https://schoolnutrition.org/about-school-meals/national-school-lunch-week/#resources) to access a variety of resources and promotional materials and share their celebrations via the online [Virginia School and Community Nutrition Events Form on the VDOE-SCNP homepage](https://virginiadoe.gov1.qualtrics.com/jfe/form/SV_6Y9FdhbjJcKpMSG).

**National School Lunch Week 2024**

This year’s NSLW theme is *School Lunch Pirates: Find Your Treasure*. To help Schools celebrate the event, the [School Nutrition Association National School Lunch Week website](https://schoolnutrition.org/about-school-meals/national-school-lunch-week/#resources) has resources and promotional materials including:

* Activity Guide and Coloring Pages,
* Social Media Graphics and Digital Meeting Backgrounds,
* Spotify Playlist,
* And more!

### For More Information

Visit the [School Nutrition Association About National School Lunch Week website](https://schoolnutrition.org/about-school-meals/national-school-lunch-week/about-national-school-lunch-week/) to learn more about finding the treasure!

For more information, please contact your assigned School and Community Nutrition Programs regional specialist or send questions to the SNP policy mailbox via email at [SNPPolicy@doe.virginia.gov](mailto:SNPPolicy@doe.virginia.gov).

SCC/ST/cc