



**#286-21**

**Commonwealth of Virginia  
Virginia Department of Education  
Superintendent's Memo #286-21**

DATE: October 8, 2021  
TO: Division Superintendents  
FROM: James F. Lane, Ed.D., Superintendent of Public Instruction  
SUBJECT: **National School Lunch Week: October 11-15, 2021**

Schools across the nation and throughout the Commonwealth will be celebrating National School Lunch Week (NSLW) October 11-15, 2021. The theme this year, *Wild About School Lunch*, promotes creative and fun menu items while appealing to the universal popularity of animals and nature among students in all grade levels. The 2021 NSLW campaign offers a huge selection of tools and resources, including downloadable artwork and social media tips, to help you plan a successful celebration and promote your program to students, parents, and the local community.

The National School Lunch Program provides students daily access to healthy school meals. School divisions in Virginia plan to recognize NSLW with special meals, invitations to special guests, and activities that encourage students to demonstrate the importance of school lunch and the connection between healthy eating and academic success. School lunches provide a variety of fruits, vegetables, milk, proteins, and whole grain-rich foods to all students in Virginia.

NSLW also helps educate parents and students about the benefits of the lunch program and the appealing variety of choices in the school cafeteria. Recognizing NSLW in your division will help increase participation, spread the message to parents about the healthy meals available daily, and connect teachers and administrators to the school cafeteria. The Virginia

Department of Education, Office of School Nutrition Programs (VDOE-SNP) requests that school divisions and community sponsors share their events and celebrations via the online [Virginia School Nutrition Events form](#) available on the [VDOE-SNP homepage](#).

### For more information

The School Nutrition Association (SNA) sponsors the NSLW campaign. Please visit the [SNA website](#) for information, ideas, and *Wild About School Lunch* promotional materials. Please direct any questions to the SNP Wellness Policy Specialist, Laura Burns, via email at [Laura.Burns@doe.virginia.gov](mailto:Laura.Burns@doe.virginia.gov).

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