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FOR IMMEDIATE RELEASE

May 21, 2024

**HARDEMAN ELEMENTARY WINS BREAKFAST BOOST CHALLENGE AND EARNS A
VISIT FROM DALLAS COWBOYS MASCOT
ON FRIDAY, MAY 17**

WATAUGA, TEXAS (MAY 21, 2024) — Birdville ISD announced that Hardeman Elementary School won the district's breakfast participation contest, earning a special visit from the Dallas Cowboys mascot, Rowdy. The competition, part of a Dairy MAX initiative to promote school breakfast participation, was held across 19 elementary campuses during March and included a “Surf’s Up” themed menu for School Breakfast Week (March 4-8) and two weeks of football-themed breakfasts. The event also introduced new menu items like the “Build Your Own Parfait” with yogurt, fresh fruit and granola.

Dairy MAX created posters, flyers and social media posts that were shared to make schools, students and families aware of the competition, along with daily nutrition-focused morning announcements read at each elementary campus. Participation increased districtwide, with Hardeman showing the highest boost, from an average daily participation of 112 students in February to 127 in March, resulting in a thirteen percent increase and a visit from Rowdy.

“I am proud of our campus for increasing student participation in the school breakfast program and winning the opportunity for a visit from Rowdy, the Dallas Cowboys mascot. Educators know how important a quality breakfast is for a student's ability to learn,” said Kenji Ford, principal of Hardeman Elementary. “Thank you, Dairy MAX and the Dallas Cowboys, for supporting our students.”

Ensuring that all kids start the day with the nutrition and fuel they need to focus and learn is a right that should be guaranteed to all students. Making school breakfast a seamless part of the school day can have a huge impact on academic success. From increasing test scores to calmer classrooms, and better attendance and graduation rates; school meals are linked to increasing students’ abilities to learn. The health benefits are also clear, with fewer nurse visits, better health, and lower rates of obesity among children who have access to school breakfast. When all students have the opportunity to access a nutritious meal in school, we remove one of the biggest obstacles to our children's success —hunger.

To learn more about the importance of school breakfast, [click here](#). To view photos from Rowdy’s visit at Hardeman Elementary [click here](#), and to learn more about breakfast at Birdville ISD, [click here](#).

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About Birdville ISD

With over 22,200 students attending our 31 campuses, Birdville ISD stands as a beacon of educational excellence in Northeast Tarrant County. The District’s 31 campuses serve the community of Richland Hills and portions of Haltom City, Hurst, North Richland Hills, Watauga, Colleyville and Fort Worth.



Our diverse community thrives within our halls. Birdville ISD is the ultimate destination for academic achievement, innovation, and lifelong success! Learn more at www.birdvilleschools.net.

About Dairy MAX

Founded more than 40 years ago, Dairy MAX is one of the leading regional dairy councils in America – representing more than 900 dairy farmers and serving communities in eight states: Colorado, southwest Kansas, Louisiana, Montana, New Mexico, western Oklahoma, Texas and Wyoming. A nonprofit organization, Dairy MAX is part of a nationwide effort to promote American agriculture, support dairy farming and drive impact for every dairy farmer. The organization operates five audience outreach programs: business development, consumer marketing, health and wellness, industry image and relations and school marketing. For more information about Dairy MAX and its team of experts, visit DairyMAX.org. Dairy resources and delicious recipes are available at DairyDiscoveryZone.com.