



North East Independent School District

8961 TESORO DRIVE - SAN ANTONIO, TEXAS 78217

FOR IMMEDIATE RELEASE

October 7, 2010

Contact:

Heather Willden
210-407-0040
817-360-7807 (cell)

MEDIA ADVISORY

What: North East will celebrate and promote good nutritional eating habits for school children with National School Lunch Week. This year, School Nutrition Services will help students focus on 'What's on your Tray?' Students will compare their lunch trays to the highlighted nutrients on the menu.

Who: Elementary-age students and guest servers to include Board of Trustees members, NEISD Executive Staff, H-E-B representatives and campus administration.

When/ Where: October 12, 2010 – **Encino Park Elementary** (2550 Encino Rio)
11:30 a.m. - Noon

October 13, 2009 - **Ridgeview Elementary** (8223 N. McCullough)
11 a.m. - Noon

Media will need to check-in at the school's front office. School staff will be able to identify those students with permission to be photographed / filmed / interviewed.

Why: Studies have shown that students who participate in the school lunch program consume twice the servings of fruits and vegetables and greater amounts of grains and dairy than children who eat lunch brought from home. A healthy diet can prevent illness, particularly important during the flu season.

Visuals: Children traveling through the school lunch line, served by North East Executive Staff, Board Members and/or campus administration.

View this online at www.neisd.net/ComRel/MediaCenter.html.

About NEISD:

North East ISD has more than 70 schools and magnet programs with an expected fall 2010 enrollment of more than 66,000 students. NEISD employs more than 9,000 people. It is the second largest public school district in the San Antonio area and the eighth largest in the state. Under the Texas accountability system, 87 percent of NEISD schools are rated Exemplary or Recognized. The district earned Recognized for the third year in a row.

More information about NEISD can be found at www.neisd.net.