

## **\*\* MEDIA ADVISORY \*\***

### **Contact:**

Jared Erlandson  
[jerlandson@uwkc.org](mailto:jerlandson@uwkc.org)  
206.461.3742  
206.293.5927 (cell)

Matt Winter  
MattW@SoundersFC.com  
206.512.1215  
206.639.4610 (cell)

### **Seattle Sounders FC and United Way of King County to launch County-Wide School Breakfast Challenge at West Seattle Elementary on Friday, February 26**

**SEATTLE** - Not all kids are coming to school ready to learn. Many are missing breakfast and without that meal, it's more difficult for them to concentrate. Students who eat breakfast have better attendance, improved test scores and are overall more likely to do better in school. However, **Washington State rates 45 out of 50 states** in the percentage of low-income students participating in both lunch and breakfast programs.

That's why United Way of King County has teamed up with Seattle Sounders FC and the No Kid Hungry Campaign for the **2016 School Breakfast Challenge**. The challenge kicks off at West Seattle Elementary on Friday, February 26<sup>th</sup> featuring in school breakfast and activities with Sounders FC midfielder Cristian Roldan.

Local schools are challenged to reduce barriers to school breakfast and students from across King County are encouraged to eat breakfast at school every morning. The schools with the most students participating will win exclusive prizes from the Sounders and money for their schools.

Parents and administrators can sign up their schools up to participate in the Breakfast Challenge at [www.uwkc.org/breakfast](http://www.uwkc.org/breakfast)

The Breakfast Challenge is part of United Way's Fuel Your Future campaign and is one of the ways that United Way of King County is helping students graduate and keeping families financially stable.

**When:** Friday, February 26, 2016

**Time:** 8:15 Arrival – (*cafeteria*)  
8:30 School Breakfast  
9:00 Assembly, Q/A and student activities with Seattle Sounders FC

**Where:** West Seattle Elementary - 6760 34<sup>th</sup> Ave SW

**Who:** Cristian Roldan – Seattle Sounders FC Midfielder  
Roger Levesque – Seattle Sounders FC Alumni and Director of Community Outreach  
Lisa Herbold – Seattle City Council, District 1  
Dr. Stephan Blanford – Seattle School Board

### **About United Way of King County**

United Way of King County brings caring people together to give, volunteer and take action to help people in need and solve our community's toughest challenges. Together we are building a community where people have homes, students graduate and families are financially stable.

### **About Seattle Sounders FC**

Winner of the 2014 MLS Supporters' Shield and four Lamar Hunt U.S. Open Cup championships (2009, 2010, 2011, 2014), Sounders FC is Seattle's Major League Soccer franchise. With an ownership group led by Majority Owner and Seattle-based entrepreneur Adrian Hanauer, Owner and Hollywood executive Joe Roth, Owner and Seattle Seahawks Chairman Paul G. Allen and fellow Owner and entertainer Drew Carey, the club received an MLS charter on November 13, 2007 and has reached the MLS Cup Playoffs in every year of its existence. Since the club's debut MLS season in 2009, Sounders FC has set the standard for soccer support in North America, culminating in the top seven single-season attendance totals in league history and an active streak of 126 consecutive MLS sellouts. Prior to joining MLS, the Seattle Sounders organization has been a part of the greater Seattle community and U.S. Soccer professional scene since 1974.

### **About No Kid Hungry**

No child should go hungry in America, but 1 in 5 kids will face hunger this year. Using proven, practical solutions, No Kid Hungry is ending childhood hunger today by connecting children in need to programs like school breakfast and summer meals, and teaching low-income families to cook healthy, affordable foods. In 2015, with support from the Social Innovation Fund, a program of the Corporation for National and Community Service (CNCS), Florida Impact joined No Kid Hungry to launch a local No Kid Hungry Community. Together, we are creating transformational social change in this nation, and making sure kids facing hunger get the healthy food they need.

### **About the Social Innovation Fund**

The Social Innovation Fund, a program of the Corporation for National and Community Service (CNCS), positions the federal government to be a catalyst for impact—using public and private resources to find and grow community-based nonprofits with evidence of strong results. It focuses on overcoming challenges confronting low-income Americans in three areas of priority need: economic opportunity, healthy futures, and youth development. To learn more, visit [www.nationalservice.gov/sif](http://www.nationalservice.gov/sif)