

PRESS RELEASE

Parents to go back to school for lunch!



Parents of school children across the country will be going back to school this week, as part of the annual event - **National School Meals Week (NSMW)**. The weeklong event celebrates the high quality, nutritious school meals available today.

NSMW is organised annually by the **Local Authority Caterers Association (LACA)**. This year, NSMW 08 runs from 13th-17th October and during this time, schools will be inviting parents to join their children for a tasty, nutritious lunch, and parents can see at first hand the important part the catering staff play in preparing and serving the food in a professional, caring manner.

In addition to the promotional campaign, parents/guardians, grandparents and children alike are being invited to visit a dedicated website – www.lunchtimememories.co.uk to post their own memories of school meals and to learn about today's school meals service.

As part of the drive to bring parents/guardians and grandparents into the school dining room, school caterers also want to invite any local celebrities to visit their previous school and share a school meal with the pupils. Local celebrities will also be encouraged to visit the lunchtime memories website and share their school meal stories with the nation.

LACA Chairman, Neil Porter says: "Through this campaign, we want parents to know that school meals have changed dramatically from their own school days. We want them to see for themselves by going into their local school and having lunch. By doing so, we can encourage more children to take a healthy, nutritionally balanced school meal on a regular basis. It has been through the dedication, commitment and skill of our frontline catering teams that new school meals have been possible and we want to promote to parents and local communities the great job they are doing".

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Note:

The staging of NSMW 08 has been made possible by the generous contribution of 18 leading suppliers of food, drink, equipment and services to the school catering service including principal sponsor, McCain Purely Potato.

