

25 January 2011

Dear Parent/Carer

The school will actively be taking part in Healthy Heart Week and the Really Good School Dinner campaigns during the week 14 – 18 February 2011.

Healthy Heart Week is run in conjunction with the British Heart Foundation and the East Riding council Road Safety Team.

During this week, children will be encouraged to walk, cycle or scoot to school. Children will receive a record card and each day they walk, cycle or scoot to school they will be given a sticker to put on their card. Each pupil that has a full card will be able to enter a prize draw which will be presented on Friday 18 February.

Also, on Friday 18 February children will be taking part in the “wear red day”, and we asking for a donation of 50p which will go to the British Heart Foundation.

We have arranged for the “Change for Life” bus to visit school and a DJ from KCFM who will interview pupils and parents on the benefits of walking to school which will be broadcast live on the radio that day.

Running alongside this is a partnership between the School Food Trust and the United Nations World Food Programme (WFP).

The aim of the campaign is twofold:

1. To encourage more pupils to try school food, which is now governed by nutrient based standards, to raise money for the UN WFP to give children in the world’s poorest countries a school meal and, often therefore, an education. These children often can’t go to school because they have to work to feed themselves.
2. In many countries throughout the developing world, it costs just 10 pence to buy a whole school meal for a child. So, the idea is simple, during the campaign, which will take place over the course of the week, we are asking pupils who have a school meal to donate just 10p extra each time they do so. In other words, they buy one and **give** one free!

The campaign website is at [www.schoolfoodtrust.org.uk/reallygoodschooldinner](http://www.schoolfoodtrust.org.uk/reallygoodschooldinner) . On the website you and your child can find out more about the campaign, the increasing problem of world food shortages and see some of the children they could be helping.

We hope you are able to support your child in taking part and by encouraging them to have at least one school meal during the campaign and when they do, add 10p to the cost.

Please help us to support both these worthwhile causes.

Yours sincerely

**N Butler**  
**Head of School**



**Healthy Heart Week**  
**14-18 February**

