



To: Alabama TV Stations
Fr: Sharon Tinsley, President
Re: **“Break for a Plate” PEP campaign to fight childhood hunger**
Dt: May 5, 2021

The Alabama State Department of Education is launching the 2021 “Break for a Plate” summer food program to address the issue of childhood hunger by providing lunches throughout the summer months. The TV spot encourages viewers to go to www.breakforaplate.com or call “211”.

Please begin airing these spots as quickly as possible and continue through July 31, 2021. If you have any questions, contact Niki Thomas at the ABA office at nthomas@al-ba.com or 205-982-5001.

ISCI codes:

Break for a Plate 30 TV ISCI: EDAL2201

Thank you for airing ABA PEP spots and reporting monthly. Without this program, the ABA couldn't exist!

A handwritten signature in black ink that reads "Sharon M. Tinsley". The signature is written in a cursive style with a large, stylized 'S' at the beginning.