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**HARDEMAN ELEMENTARY WINS BREAKFAST BOOST CHALLENGE AND EARNS A
VISIT FROM DALLAS COWBOYS MASCOT
ON FRIDAY, MAY 17**

WATAUGA, TEXAS (MAY 21, 2024) — Birdville ISD announced that Hardeman Elementary School won the district's breakfast participation contest, earning a special visit from the Dallas Cowboys mascot, Rowdy. The competition, part of a Dairy MAX initiative to promote school breakfast participation, was

Breakfast Week (March 4-8) and two weeks of football-



Our diverse community thrives within our halls. Birdville ISD is the ultimate destination for academic achievement, innovation, and lifelong success! Learn more at www.birdvilleschools.net.

About Dairy MAX

Founded more than 40 years ago, Dairy MAX is one of the leading regional dairy councils in America representing more than 900 dairy farmers and serving communities in eight states: Colorado, southwest Kansas, Louisiana, Montana, New Mexico, western Oklahoma, Texas and Wyoming. A nonprofit organization, Dairy MAX is part of a nationwide effort to promote American agriculture, support dairy farming and drive impact for every dairy farmer. The organization operates five audience outreach programs: business development, consumer marketing, health and wellness, industry image and relations and school marketing. For more information about Dairy MAX and its team of experts, visit DairyMAX.org. Dairy resources and delicious recipes are available at DairyDiscoveryZone.com.