

in this observance with appropriate programs and activities and by renewing their efforts to prevent fires and their tragic consequences.

IN WITNESS WHEREOF, I have hereunto set my hand this seventh day of October, in the year of our Lord two thousand eleven, and of the Independence of the United States of America the two hundred and thirty-sixth.

BARACK OBAMA

#### **Proclamation 8733 of October 7, 2011**

### **National School Lunch Week, 2011**

*By the President of the United States of America  
A Proclamation*

Children are America's greatest treasure, and ensuring their health is one of our most important duties as parents, families, and community members. Our children's continued ability to learn in the classroom, grow up healthy, and reach their full potential will depend on what we do now to secure their future. The National School Lunch Program has been a central part of our Nation's commitment to healthy children since its inception in 1946, improving the nutrition of generations of children with affordable, nutritious meals at school. It now serves tens of millions of children every day.

Despite our successes, too many American children go without proper nutrition. One-third of children in our country are overweight or obese, and without a major change, one-third of children born in the year 2000 will develop Type 2 diabetes during their lifetime. Schools are central to improving child health, as children who eat both school breakfast and lunch may consume more than half their daily calories at school.

The Healthy, Hunger-Free Kids Act of 2010 has brought historic reform to school meal programs. The law takes new steps to address childhood obesity by setting nutritional standards for foods sold in schools, updating requirements for school wellness policies, and providing more nutritional information to parents. It also works to eliminate hunger during the school day by increasing the number of eligible children enrolled in school meal programs and removing barriers to school meals for children most in need.

First Lady Michelle Obama's *Let's Move!* initiative has worked with schools nationwide to create healthy opportunities for children. This year, we exceeded our goal of doubling the number of schools that meet the HealthierUS School Challenge. We have also engaged child care providers in adopting healthier practices, and this year 1.7 million Americans achieved the Presidential Active Lifestyle Award.

To advance our goals even further, *Let's Move!* has collaborated with individuals and organizations across our Nation to bring over 800 salad bars to schools, providing thousands of children with greater access to fruits and vegetables. School nutrition professionals, chefs, students, parents, and communities have also used their talents to develop nutritious foods for schools through the Recipes for Healthy Kids competition and the Chefs Move to Schools initiative.

Good nutrition at school is an investment in our children’s futures. During National School Lunch Week, we thank the food program administrators, educators, parents, and communities who provide for our Nation’s sons and daughters, and we recommit to ensuring all our children have the healthy food they need to grow and succeed.

The Congress, by joint resolution of October 9, 1962 (Public Law 87–780), as amended, has designated the week beginning on the second Sunday in October each year as “National School Lunch Week,” and has requested the President to issue a proclamation in observance of this week.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, do hereby proclaim the week of October 9 through October 15, 2011, as National School Lunch Week. I call upon all Americans to join the dedicated individuals who administer the National School Lunch Program in appropriate activities that support the health and well-being of our Nation’s children.

IN WITNESS WHEREOF, I have hereunto set my hand this seventh day of October, in the year of our Lord two thousand eleven, and of the Independence of the United States of America the two hundred and thirty-sixth.

BARACK OBAMA

**Proclamation 8734 of October 7, 2011**

**Leif Erikson Day, 2011**

*By the President of the United States of America  
A Proclamation*

The first Europeans known to set foot on North America took to the ocean more than a millennium ago, facing fierce waters and an uncertain course. Led by Leif Erikson—son of Iceland and grandson of Norway—these intrepid Scandinavians sailed fearlessly into the unknown, driven by the promise of adventure and dreams of new discoveries. When they landed in modern day Canada, they founded the settlement of Vinland and established a legacy of exploration and exchange that is fundamental to our courageous spirit.

Evoking the bravery and determination that characterized Erikson and his crew of pioneers, a group of Norwegians completed their own journey on October 9, 1825. Crammed into an undersized sloop named *Restauration*, these brave travelers sought new opportunities and embraced the same commitment to exploration that had driven their predecessors centuries earlier. On Leif Erikson Day, we commemorate these historic voyages and celebrate the many ways Nordic-American culture has enriched our Nation.

The triumphs of Erikson and those who followed inspire us to continue reaching for new horizons. Whether developing new technologies, pushing the boundaries of medicine, or driving ever further into the vastness of space, we do so confidently, knowing that icons like Leif Erikson were able to overcome incredible odds and drive the world forward. Today, let us celebrate his life and legacy with the bold pursuit of America’s next great innovation.