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SEYMOUR AND BLACK CREEK SCHOOLS RECEIVES FUNDS FOR FUEL UP TO PLAY 60

Wisconsin Dairy Farmers and Green Bay Packers Support School Wellness Program

(Seymour & Black Creek, WI) – [October 10, 2012] – [Rock ledge Intermediate, Seymour Middle School, and Black Creek] have been chosen to receive \$1000 each to support its Fuel Up to Play 60 initiative. All three schools were selected from several schools that applied for funding across the state to help them jumpstart and sustain healthy nutrition and physical activity improvements. Wisconsin schools are eligible to receive up to \$1,000 to help them increase awareness of and access to nutrient-rich foods and physical activity opportunities for students. Funding for this competitive program is provided by the Wisconsin Milk Marketing Board through Wisconsin's dairy farmers.

Fuel Up to Play 60 is an in-school nutrition and physical activity program launched by the National Dairy Council (NDC) and the National Football League (NFL), with additional partnership support from U.S. Department of Agriculture (USDA). The program encourages youth to consume nutrient-rich foods (low-fat and fat-free dairy, fruits, vegetables and whole grains) and achieve at least 60 minutes of physical activity every day.

Funds for Fuel Up to Play 60 provide support for a variety of activities and tools, such as foodservice materials and taste-testing supplies, nutrition and physical education equipment. Some of the activities the schools are thinking about doing are milk mustache booths, smoothie taste-testing, and Play60 competition with the Packers and the American Heart Association.

More than 70,000 schools across the United States are participating in Fuel Up to Play 60. Fuel Up to Play 60 is designed to engage and empower youth to take action for their own health by implementing long-term, positive changes for themselves and their schools.

"Fuel Up to Play 60 has really taken off in Wisconsin. Wellness champions and students in more than 2,000 schools have embraced the program, and these funds will help many of the participating schools to do even more," said Laura Wilford, Director Wisconsin Dairy Council.

Schools, parents and students can learn more about Fuel Up to Play 60 at

www.FuelUptoPlay60.com



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Fuel Up to Play 60 is sponsored locally by the Wisconsin Dairy Council, the nutrition education department of the Wisconsin Milk Marketing Board, a nonprofit organization funded by the state's dairy farmers, that promotes the consumption of Wisconsin dairy products.



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