

NFL, National Dairy Council Launch *Fuel Up To Play 60* To Help Tackle Childhood Obesity

Youth-Led Program Aims to Help Change School Environment

(NAPSA)—The NFL and National Dairy Council (NDC) are partnering together to announce Fuel Up to Play 60, a new initiative aimed at tackling childhood obesity by giving youth a voice in changing the school nutrition and physical activity environments. The program will reach 36 million youth in 60,000 elementary, middle and high schools during the 2009/2010 school year.

Fuel Up to Play 60 centers on youth working with youth to increase access to 60 minutes of physical activity daily and more nutrient-rich foods throughout



Fuel Up to Play 60 is designed to help combat childhood obesity and help youth develop lifelong healthy eating and daily physical activity habits.

the school day, such as low-fat and fat-free milk and equivalent milk products, fruits, vegetables and whole grains, as recommended in the 2005 Dietary Guidelines for Americans.¹ Meals and snacks consumed at school provide one-third to 50 percent of a student's daily nutritional needs, making schools an ideal environment for teaching these healthy behaviors.²

"National Dairy Council is honored to work together with the



NFL on Fuel Up to Play 60," said Thomas P. Gallagher, chief executive officer of Dairy Management Inc., the managing organization for National Dairy Council. "Child nutrition, particularly in schools, has been a cornerstone of National Dairy Council for nearly a century. This program centers on youth taking the lead in changing the

creasing opportunities for eating healthier and getting more physical activity."

Youth and schools sign up for the program on the Fuel Up to Play 60 Web site (www.fueluptoplay60.com) starting October 15, where kids take a healthy pledge and begin earning points for tracking their daily healthy eating and physical activity behaviors online and competing in a national competition that concludes in April 2010. Schools and individual students can win great prizes, including a chance to star in an upcoming Fuel Up to Play 60 promotion or a healthy school makeover.

"With Fuel Up to Play 60, we've already made lots of changes in our school, like an after-school walking club to keep us moving, and our cafeteria now has different flavors of low-fat milk and lots of fresh vegetables available, which taste great even though I know they're good for me and my friends," said 14-year-old Cal Davies, who is a leader on his school team in Arkansas.

¹U.S. Department of Health and Human Services and U.S. Department of Agriculture. *Dietary Guidelines for Americans*, 2005. 6th Edition, Washington, D.C.: U.S. Government Printing Office, January 2005.

²Position of the American Dietetic Association, Society for Nutrition Education and American School Food Service Association—Nutrition services: An essential component of comprehensive school health programs, *Journal of the American Dietetic Association*, 103 (4): 505-514 (April 2003).