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MEDIA RELEASE

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Ashwaubenon's Parkview Middle School & Packer Greg Jennings 'Fuel Up To Play 60'

Ashwaubenon, WI – January 25, 2010 – Ashwaubenon's Parkview Middle School is taking the lead for student health as one of the first schools to participate in a nationwide wellness event. Community-focused and fun, *Fuel Up to Play 60* is activating schools and communities to support school wellness initiatives, good nutrition and physical activity, which help educate students and curb obesity. In partnership with the National Dairy Council (NDC) and the National Football League (NFL), Parkview and its students are recruiting friends, parents, teachers, and business and community leaders to join them in pledging to adopt healthier behaviors, such as choosing foods encouraged by the *2005 Dietary Guidelines for Americans* and committing to 60 minutes of physical activity every day.

Parkview Middle School will host a *Fuel Up to Play 60* Kickoff Event on Thursday, January 28th at 8:00 AM in their gymnasium. Green Bay Packer wide receiver Greg Jennings will be the guest speaker.

After the Kickoff Event, a group of student leaders will encourage their peers to develop life-long healthy eating and daily physical activity habits. Throughout the remainder of this school year, they plan to organize activities and initiatives including:

- Offer healthy smoothies that feature low-fat and fat-free dairy products at school dances;
- Wii Fit and Dance Dance Revolution contests;
- Kickball tournaments;
- Implement Healthy Eating Action Strategies and Physical Activity Action Plans by visiting the *Fuel Up To Play 60* website.

"Our school is in a unique position to influence the eating and physical activity habits of students," says Kris Hucek, Parkview Principal. "We need community-wide support to help our students build positive, lifelong habits, and *Fuel Up to Play 60* provides the healthy messages, resources and activities we need to get started."

The Greg Jennings appearance was scheduled by the NFL Players Association.

For more information, please contact Betsy Farah, Child Nutrition Coordinator, at 920-492-2905 extension 1009 or bfarah@ashwaubenon.k12.wi.us.

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