



FOR IMMEDIATE RELEASE

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### **Parkview Middle School Wins Special Green Bay Packer Award**

**Ashwaubenon, WI (December 18, 2014)** – Parkview Middle School Fuel Up to Play 60 team members will be presented with an autographed Green Bay Packer Eddy Lacy helmet by the Wisconsin Milk Marketing Board on Thursday, December 18. The award is to recognize the school's outstanding involvement with the Fuel Up to Play 60 program and will be used as a student incentive prize during the school year. Parkview has been active in Fuel Up to Play 60 for the past five years and most recently implemented its popular **Fuel Up Start Up** morning in-class exercise routine program twice a week during morning announcements. The school also continues to feature healthy snacks like their famous Parkview milk and yogurt fruit smoothies after dances and all-school tournaments.

Fuel Up to Play 60 is an in-school nutrition and physical activity program created in partnership with Wisconsin Milk Marketing Board and the Green Bay Packers that encourages students to eat healthy, be active and implement positive, healthy changes at school.

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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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