



Contact: Kris Hucek - Principal
Parkview Middle School
(920) 492-2940

Media Alert

Green Bay Packer Jordy Nelson Makes Special "Fuel Up to Play 60" Visit to Parkview Middle School

WHAT: Parkview Middle School in Ashwaubenon is hosting a **Fuel Up to Play 60** event and assembly on Tuesday, December 17 at 8:30am-10:00am to welcome Green Bay Packers Wide Receiver Jordy Nelson. Nelson will speak to the students about the importance of being active and eating healthy. **Fuel Up to Play 60** is a program created by the National Dairy Council and National Football League (NFL) that empowers students to make changes at school that will help them "get active and play" for 60 minutes daily and "fuel up" with critical nutrient-rich foods missing from their diets such as low-fat and fat-free dairy foods, fruits, vegetables and whole grains.

Parkview Middle School **Fuel Up to Play 60** Program Advisors Lois Ludwig and Eric Miller, along with the student team have planned and implemented a variety of activities and events this school year including Tuesday's assembly. Other events have included cheese and yogurt smoothie taste tests, walk/bike to school days, flag football/dodgeball tournaments and a Hero's Breakfast. Parkview has been active in the **Fuel Up to Play 60** program since 2009 and has received over \$8,000 from the Wisconsin Milk Marketing Board to fund many of their **Fuel Up to Play 60** activities.

WHO: **Fuel Up to Play 60** is a program provided by the Wisconsin Milk Marketing Board (WMMB) and Green Bay Packers. WMMB is funded by Wisconsin's dairy farm families. **Fuel Up to Play 60** is part of a national initiative to promote healthy eating and physical activity by the NFL and National Dairy Council. **Fuel Up to Play 60** is an unprecedented opportunity to join the strengths and resources of these two powerful organizations and help youth establish healthy behaviors.

WHEN: Tuesday, December 17, 2013 at 8:30am-10:00am

WHERE: Parkview Middle School
955 Willard Drive
Green Bay, WI 54304
(920) 492-2940

WHY: Fuel Up to Play 60 aims to help combat the childhood obesity crisis and help today's youth develop healthy eating and physical activity habits to last a lifetime.

Jordy Nelson's appearance was scheduled by NFL PLAYERS, the marketing and licensing subsidiary of the NFL Players Association

###





About 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. Customizable and non-prescriptive program components are grounded in research and include tools and resources, in-school promotional materials, a website, youth challenges and rewards and funding opportunities. The program is designed to help prevent childhood obesity and help youth develop life-long healthy eating and daily physical activity habits. As part of the program, student teams work with adult leaders in each school to make kid-appealing, good-tasting, nutrient-rich foods more available. They also create opportunities for daily physical activity, such as noon walking clubs and after-school sports and dance clubs. Fuel Up to Play 60 encourages kids to get involved and make changes that will help make their schools healthier places. The program reaches youth directly and engages their help in leading and inspiring their friends. The United States Department of Agriculture, NFL and National Dairy Council are partners in the program, and it is further supported by several health and nutrition organizations: Action for Healthy Kids, American Academy of Family Physicians, American Academy of Pediatrics, American Dietetic Association, National Hispanic Medical Association, National Medical Association and School Nutrition Association. Visit FuelUpToPlay60.com to learn more.