



FOR IMMEDIATE RELEASE

For More Information:

Karen Doster
kdoster@wmmb.org
(608) 203-7208

PARKVIEW MIDDLE SCHOOL RECEIVES FUNDS FOR FUEL UP TO PLAY 60

Wisconsin Dairy Farmers and Green Bay Packers Support School Wellness Program

Ashwaubenon, WI – Parkview Middle School has been chosen to receive a \$500 Fuel up to Play 60 funding award, \$300 Minicamp grant and \$250 special MVP grant totaling \$1,050 to help them increase awareness of and access to nutrient-rich foods and physical activity opportunities for students. Parkview was selected from several schools that applied for funding across the state to help them jump-start and sustain healthy nutrition and physical activity improvements. 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 the U.S. Department of Agriculture (USDA). The program encourages youth to consume nutrient-rich foods (low-fat and fat-free dairy, fruits, vegetables, lean proteins 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. Parkview has received funding for this program every year for the past six years. This year the school will use funding to support Wisconsin cheese taste tests, a breakfast yogurt parfait bar trial and to expand its Fuel Up Start Ups Brain Break program to the lunch period as an indoor recess activity option.

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 1,700 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

###



©2011 National Dairy Council®. Fuel Up is a service mark of National Dairy Council. ©2011 NFL Properties LLC. All NFL-related trademarks are trademarks of the National Football League.

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.



©2011 National Dairy Council®. Fuel Up is a service mark of National Dairy Council. ©2011 NFL Properties LLC. All NFL-related trademarks are trademarks of the National Football League.