



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) - November 2013 – Parkview Middle School has been chosen to receive two funding awards this school year to support its Fuel Up to Play 60 initiative. Parkview was selected from a number of schools that applied for funding across the state to help them jumpstart and sustain healthy nutrition and physical activity improvements. Parkview received a \$500 Fuel up to Play 60 funding award and an additional \$300 Mini-Camp Grant to help them increase awareness of and access to nutrient-rich foods and physical activity opportunities for students. 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 U.S. Department of Agriculture (USDA). The program encourages youth to consume nutrient-rich foods (low-fat and fat-free dairy, fruits, vegetables 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 and nutrition and physical education equipment. Parkview will be using funds to support a variety of taste testing activities featuring new smoothie recipes, new cheeses and fruit and vegetables paired with low-fat yogurt dips. Funds will also be used to purchase equipment for after-school physical activities and to support their all -school tournaments such as kickball and flag football.

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 2,000 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.

Please see attached photo.

Photo caption:

Kris Hucek- Principal, Lois Ludwig- Program Advisor, and Fuel Up to Play 60 student team members display their \$500 funding award.

###

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.

