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MEDIA RELEASE

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Eat Healthy. Get Active. Make a Difference. FuelUpToPlay60.com

HAYDEN KUPSH SELECTED AS FUEL UP TO PLAY 60 MVP

Madison, WI - Hayden Kupsh has been selected as a Fuel Up to Play 60 Most Valuable Player for the upcoming school year. As an MVP, she recently attended a training summit in Green Bay with the other MVPS. Hayden will work with students and teachers in her district to implement healthy eating and physical activity plays. She will help spread the word throughout the state to let other students know how important it is to get 60 minutes of exercise every day and fuel up with healthy foods.

Hayden is an 8th grade student from Parkview Middle School in Ashwaubenon. She enjoys running, cross country and basketball. She enjoys Fuel Up to Play 60 because it gives her a chance to get more involved at her school

“We are excited to work with our new MVPs this school year,” said Laura Wilford, Director, Wisconsin Dairy Council. “They have shown leadership and dedication to the health and wellness of their peers. I look forward to seeing everything they accomplish in the upcoming school year.”

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

A full listing of MVPs can be found at www.wisconsin dairycouncil.com

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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.