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Bullskin Elementary School Receives Funding for Fuel Up to Play 60 Program

Connellsville, PA – July 22, 2011: Bullskin Elementary School recently received \$5,000 in grant funding to support its Fuel Up to Play 60 program, a student –led initiative created by the National Dairy Council and the National Football League that empowers students to make healthy lifestyle changes at school. The program is sponsored locally by Mid-Atlantic Dairy Association, a regional affiliate of National Dairy Council. The H.J. Heinz Foundation provided the grant funding for Bullskin Elementary School.

Funds for Fuel Up to Play 60 provide support for a variety of activities and tools, such as foodservice materials and equipment, nutrition and physical education materials, student and staff incentives, staff development and overall Fuel Up to Play 60 implementation. These activities support the program’s goal of encouraging students to eat healthy and get at least 60 minutes of physical activity every day.

“We are very excited to receive this grant to help improve the health and physical wellness of our students here at Bullskin Elementary School” said Principal, Charles Michael.

“These funds will help the school to do even more to encourage students to eat right and get active every day.” said Betty Brdar, school marketing manager for Mid-Atlantic Dairy Association.

Schools, parents and students can learn more about Fuel Up to Play 60 at FuelUpToPlay60.com.

Mid-Atlantic Dairy Association, an affiliate of National Dairy Council®, provides nutrition education programs and services to schools in the Mid-Atlantic region. For more information, visit www.dairyspot.com.

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PHOTO CAPTION:

Bullskin Elementary School principal, Charles Michael, Physical Education Teacher and Program Advisor for Fuel up to Play 60, Brian Shipley and Betty Brdar, School Marketing Manager for Mid-Atlantic Dairy 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-appelling, 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.

About National Dairy Council

National Dairy Council® (NDC) is the nutrition research, education and communications arm of Dairy Management Inc™. On behalf of U.S. dairy farmers, NDC provides science-based nutrition information to, and in collaboration with, a variety of stakeholders committed to fostering a healthier society, including health professionals, educators, school nutrition directors, academia, industry, consumers and media. Established in 1915, NDC is dedicated to educating the public on the health benefits of consuming milk and milk products throughout a person's lifespan. For more information, visit www.nationaldairycouncil.org.

About NFL PLAY 60

Designed to help tackle childhood obesity, NFL PLAY 60 brings together the NFL's long-standing commitment to health and fitness with partner organizations like the National Dairy Council. NFL's PLAY 60 is also implemented locally, as part of the NFL's in-school, after-school and team-based programs. For more information, visit www.NFLRush.com. © 2009 NFL Properties LLC. All NFL-related trademarks are trademarks of the National Football League.

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