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Fuel Up to Play 60, *Let's Move!* Continue to Lead Fight Against Childhood Obesity

First Lady Michelle Obama and Fuel Up to Play 60 Collaborate on Youth Health and Wellness

ST PAUL, Minn. – Fuel Up to Play 60, an in-school nutrition and physical activity program launched by the National Dairy Council and the National Football League, is working to support *Let's Move!*, First Lady Michelle Obama's initiative dedicated to solving childhood obesity in a generation, to strengthen each program's efforts to improve the overall health of our nation's youth.

Fuel Up to Play 60 and *Let's Move!*, along with the Ad Council, have produced a [public service announcement](#) encouraging youth to join the Fuel Up to Play 60 movement. The programs also rally schools to meet the U.S. Department of Agriculture's (USDA) [HealthierUS School Challenge](#) (HUSSC) through participation in Fuel Up to Play 60. In addition, both programs promote the President's Council on Fitness, Sports and Nutrition's [Presidential Active Lifestyle Award](#) (PALA+), given to students who perform 60 minutes of physical activity five days a week for six weeks and make healthy eating habits.

"I applaud the work of Fuel Up to Play 60. These programs, along with the USDA's HealthierUS School Challenge, have the potential to help today's youth become healthier and more physically active," said Sam Kass, Senior Policy Adviser for Healthy Food Initiatives and Assistant White House Chef. "Like *Chefs Move to Schools*, Fuel Up to Play 60 offers resources that align with any school's unique health and wellness goals. This customization helps make the program successful, and helps make students' healthy changes sustainable because they address a specific need."

To continue the momentum, Fuel Up to Play 60 and *Let's Move!* are jump starting the 2011-2012 school year with new tools and resources for students to take control of their own health and access fun ways to achieve active lifestyles. Instilling physical activity and healthy eating habits among our

nation's youth is more important than ever before, and both programs aim to help youth make sustainable changes to improve their overall health and wellness.

“Helping secure a healthy future for America’s children by guaranteeing access to physical activity and nutrient rich foods, and providing youth with the tools they need to grow up to be healthy adults, is our top priority,” said Jean Ragalie, president of the National Dairy Council, a leading organization behind Fuel Up to Play 60. “The collective strength of *Let’s Move!* and Fuel Up to Play 60 gives youth a greater voice in creating healthy solutions for themselves, their peers and their schools.”

Fuel Up to Play 60, launched by National Dairy Council (NDC) and National Football League (NFL), in collaboration with United States Department of Agriculture (USDA), is successfully helping youth make positive changes in their schools by encouraging consumption of nutrient-dense foods such as low-fat and fat-free dairy, fruits, vegetables and whole grains, and participation in 60 minutes of physical activity every day. Students engage in fun challenges to earn prizes and recognition for their schools, while tracking their healthy eating and physical activity on FuelUpToPlay60.com. To learn more and get involved in Fuel Up to Play 60, and *Let’s Move!*, visit FuelUpToPlay60.com and LetsMove.gov.

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About *Let’s Move!*

Let’s Move! is a comprehensive initiative, launched by the First Lady, dedicated to solving the challenge of childhood obesity within a generation, so that children born today will grow up healthier and able to pursue their dreams. Combining comprehensive strategies with common sense, *Let’s Move!* is about putting children on the path to a healthy future during their earliest months and years. Giving parents helpful information and fostering environments that support healthy choices. Providing healthier foods in our schools. Ensuring that every family has access to healthy, affordable food. And, helping kids become more physically active.

About Fuel Up to Play 60

Fuel Up to Play 60 is an in-school nutrition and physical activity program launched by National Dairy Council (NDC) and National Football League (NFL), in collaboration with United States Department of Agriculture (USDA). The program encourages youth to consume nutrient-rich foods (low-fat and fat-free dairy foods, fruits, vegetables and whole grains) and achieve 60 minutes of physical activity every day.

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 with youth, including tools and resources, in-school promotional materials, a website and student challenges. Fuel Up to Play 60 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 www.FuelUpToPlay60.com to learn more. Media resources, including related video footage and photos are available at www.FuelUpToPlay60MediaResources.com.

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 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.

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Midwest Dairy Council®, an affiliate of National Dairy Council, is the nutrition education division of Midwest Dairy Association. The Council is dedicated to dairy nutrition research and education through the investment of more than 11,000 dairy farm families across 10 Midwestern states, and is committed to child health and wellness through our collaborative program, Fuel Up to Play 60. For more information, visit www.midwestdairy.com. Follow us on [Twitter](#) and find us on [Facebook](#) at Midwest Dairy.