



FOR IMMEDIATE RELEASE

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**Western Dairy Association® and the Denver Broncos Announce
Colorado School Winner of Fuel Up to Play 60 Competition**

Las Animas Middle School Wins Fuel Up to Play 60 Statewide Competition by Eating Right, Getting Active and Making Healthy Changes

Las Animas, CO May 3, 2010– While recently there has been a national focus on eliminating child obesity throughout the country, in Colorado, Las Animas Middle School has shown that focusing on small improvements can be the first step toward that goal. Out of all the Colorado schools participating in Fuel Up to Play 60, Las Animas was selected as the statewide winner of the Fuel Up to Play 60 nationwide online competition. Fuel Up to Play 60 is a national program developed by National Dairy Council, Western Dairy Association and the National Football League that centers on helping youth make their schools a healthier environment.

On May 4, Las Animas Middle School will be rewarded with an *Eat Right Get Movin' with Miles*, the Denver Broncos mascot, school assembly, a large Fuel Up to Play 60 banner, cafeteria menu board and a physical activity kit to help them celebrate the progress they've made toward a healthier school environment. For example, students have implemented two action strategies – a year-round physical activity program – a school-wide dedication to 60 minutes of play a day and a commitment to making their school lunch plates more colorful, meaningful by selecting a variety of healthy foods.

Through their involvement with the program and by making school-wide changes, Las Animas students' earned points by tracking their healthy eating and physical activity behaviors every day, making them the highest-scoring school from Colorado in the competition.

“Las Animas was thrilled to be part of Fuel Up to Play 60 and give our students the opportunities to make their own decisions on how they will make themselves and the school a healthier place,” said Rebecca Tomlin, program advisor and Health/PE teacher. By being recognized as the top school in our state, our students were eager to continue with their efforts and excited to join the program next school year to make even more healthy changes at our school!”

Fuel Up to Play 60 is a national school wellness program that is working with youth, schools and communities to offer actionable solutions to the childhood obesity epidemic and help youth develop positive life-long healthy eating and daily physical activity habits. As a private-public partnership effort at both the national level and in Colorado, Fuel Up to Play 60 shares the ambitious yet attainable goals outlined in First Lady Michelle Obama's childhood obesity platform “Let's Move!” which aims to curb child obesity within a generation. Fuel Up to Play 60 empowers students to make changes at their schools that will help them “fuel up” with nutrient-rich foods often missing from their diets – such as low-fat and fat-free dairy foods, fruits, vegetables and whole grains – and “play” for 60 minutes of physical activity a day. All participating schools have access to a customizable program, which includes action strategies related to nutrient-rich foods and physical activity, in-school promotional materials and an interactive Web site to facilitate positive changes in the school environment.

“We're proud and excited that Las Animas Middle School has won the Fuel Up to Play 60 competition. This program allows youth to take action for their health and work toward making their school environment an even healthier place. We're also ensuring that as a community we're making long-lasting

changes that will impact children's health for their lifetime," said Tami Anderson, senior director of child nutrition fitness initiative with Western Dairy Association.

"The Denver Broncos are a proud partner of Fuel Up to Play 60," said Brady Kellogg, director of corporate partnerships with the Denver Broncos "Our players and teams know that eating a healthy diet and being active every day is the key to staying fit, which is why we're excited to serve as role models to help inspire our young fans to make healthier choices. Now, Las Animas Middle School and all the other kids who are working so hard are setting a great example, too."

In addition to Las Animas being selected as the statewide winner of Colorado, the Fuel Up to Play 60 national school and student competition grand prize winners will also be announced soon.

To learn more about Fuel Up to Play 60 or to sign up for the 2010-2011 program visit: FuelUptoPlay60.com or WesternDairyAssociation.org. Media resources, including related video footage and photos are available at FuelUptoPlay60MediaResources.com.

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About Western Dairy Association*

A non-profit nutrition education organization, Western Dairy Association serves as a nutrition education resource to health professionals, educators and the media in Colorado, Montana and Wyoming.

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 NationalDairyCouncil.org.

About Fuel Up to Play 60

Fuel Up to Play 60 is a youth-led social marketing initiative 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-appealing, good-tasting, nutrient-rich foods more available. They also create opportunities for daily physical activity, such as 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 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 NFLRush.com. © 2010 NFL Properties LLC. All NFL-related trademarks are trademarks of the National Football League.