



FOR IMMEDIATE RELEASE

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

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

Manhattan, MT May 25, 2010– While recently there has been a national focus on eliminating child obesity throughout the country, in Montana, Amsterdam School has shown that focusing on small, improvements can be the first step toward that goal. Of all the Montana schools participating in Fuel Up to Play 60, Amsterdam School was selected as the statewide winner of the program’s nationwide online competition. Fuel Up to Play 60 is a national program developed by National Dairy Council and the National Football League, locally provided by Western Dairy Association and the Denver Broncos, which centers on helping youth make their schools a healthier environment. Sixty thousand schools nationwide participated in the Fuel Up to Play 60 program.

On May 27, Amsterdam School will be rewarded with 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 making their school environment healthier. The school has also received \$1,500 in grant funding from Western Dairy Association which has been used to implement and sustain their Fuel Up to Play 60 strategies. For example, students have implemented two action strategies – a physical activity strategy – *Take a Break for Health* where students take five minutes for fitness in their classrooms and a healthy eating strategy – increased breakfast accessibility – a *Snack Shack* which involves healthy morning snacks.

“Students are more knowledgeable about eating the Five Food Groups and getting daily physical activity. Our students just loved the program which brought school spirit and pride,” said Adam Galvin, Fuel Up to Play 60 program advisor and principal at Amsterdam School.

Through their involvement with the Fuel Up to Play 60 program and by making school-wide changes, Amsterdam students earned points by tracking their healthy eating and physical activity behaviors every day, making them the highest-scoring school from Montana in the competition.

“Amsterdam School was thrilled to be part of Fuel Up to Play 60 and give our students opportunities to make their own decisions on how they will make themselves and the school a healthier place,” said Galvin. “By being recognized as the top school in our state, our students are eager to continue with their efforts and excited to join the program next school year to make even more improvements at our school.”

Fuel Up to Play 60 offers youth, schools and communities actionable solutions to the childhood obesity epidemic and helps 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 Montana, 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 excited that Amsterdam School has won the Fuel Up to Play 60 competition. 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 and 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, Amsterdam School and all the other kids who are working so hard are setting a great example, too.”

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.