



Fuel Up to Play 60 Challenges: PA Announcements & Written Blurbs

The Fuel Up to Play 60 Challenges provide an opportunity to educate and motivate youth in the Fuel Up to Play 60 program. Invite students at your school to participate today. Have students read the messages below as PA announcements or consider adding them to a student newsletter, the lunch menu, or your school's website to help spread the word.

General Message

- Participate in Fuel Up to Play 60 Challenges with your friends this school year! Visit FuelUpToPlay60.com to learn more about eating healthy and staying active. Join the movement!

Fuel Up to Play 60 Back to School, Back to Football Challenge (August 22 – October 10)

- Kickoff the school year by celebrating with the Fuel Up to Play 60 Back to School, Back to Football Challenge! We encourage you to participate in the Fuel Up to Play 60 Back to School, Back to Football Challenge in two ways:
 - Does your school love the NFL? Register for the Back to Football Friday Contest at NFLRush.com/BacktoFootball (and be sure to say you heard about it from Fuel Up to Play 60!) and then submit 3-6 still photos and an essay that capture what happened at your Back to Football Friday event (schools can submit multiple entries) for a chance to be one of 34 schools to win a \$10,000 NFL PLAY 60 health and wellness grant!
 - Submit a Challenge submission on FuelUpToPlay60.com that showcases how you kicked off Fuel Up to Play 60 in your school during your Back to Football Friday event and how your school shows team spirit!
- We've got spirit, how 'bout you? Show us how you're kicking off Fuel Up to Play 60 this year by doing a Fuel Up to Play 60 commercial. Get your whole school involved!
- Kick off the school year with Fuel Up to Play 60! Check out Fuel Up to Play 60 to learn more about the Fuel Up to Play 60 Back to School, Back to Football Challenge and how Fuel Up to Play 60 is encouraging students to eat healthy and stay active.
- Celebrate kickoff with the Fuel Up to Play 60 Back to School, Back to Football Challenge! Have the whole school wear their favorite NFL team jerseys and kick off a new year of healthy habits. For more kickoff ideas, visit the Kickoff and Promotion section of the Fuel Up to Play 60 [Playbook!](#)



Cooking Show Challenge (November 14 – January 12)

- You're the host of your own cooking show! Demonstrate how you're doing a Healthy Eating Play from the [Playbook](#). Get your whole school involved!
- Eating great-tasting healthy foods that are high in nutrients, such as calcium, protein and vitamins, and getting active can help kids feel their best and be at the top of their game. Demonstrate how you're doing a Healthy Eating Play from the [Playbook](#).
- Fuel Up to Play 60 empowers youth to make changes at school that will help them "fuel up" with nutrient-rich foods, such as low-fat and fat-free dairy foods, fruits, vegetables and whole grains, and to "get up and play" for at least 60 minutes every day. Show us how you're doing a Healthy Eating Play from the [Playbook](#).
- Create your own FUTP 60 healthy recipes! For more details watch the Challenge video clip on SchoolTube at <http://SchoolTube.com/user/futp60!>

Physical Activity Skit Challenge (February 6 – March 26)

- Show off your acting skills. Do a skit to demonstrate how you're doing a Physical Activity Play from the Playbook. Get your whole school involved!
- Help encourage everyone in your school to be active and get involved with [Fuel Up to Play 60!](#) Draft your fellow students and teachers and make a video on how you're doing a Physical Activity Play from the Playbook.

Summer 2012 Challenge (DATES: TBD)

** Additional messages to be developed once challenge is selected*

- Remember to stay active and eat healthy this summer! Involve your friends and family!
- The school year might be over, but Fuel Up to Play 60 is still going strong! Check out FuelUpToPlay60.com to learn more about the Summer Challenge.

Learn more about Fuel Up to Play 60 at FuelUpToPlay60.com.



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