



Fuel Up To Play 60 Overview

What is Fuel Up to Play 60?

Created in partnership by National Dairy Council and the National Football League, *Fuel Up to Play 60* is a program that **empowers youth to take action** in their school and for their own health. The goal of the program is to make long-term changes in the school's nutrition and physical activity.

Fuel Up to Play 60 program reaches youth directly to get their friends and school to expand opportunities for physical activity and increase availability of more kid-appelling, good-tasting, nutrient-rich foods, such as 1% chocolate milk, salad bars, yogurt and fruit parfaits, and whole grain pasta and breads.

How does the program work?

Fuel Up to Play 60 has fun Action Strategies for students to plan, implement and participate in – all while earning points for themselves and their school. Students help lead and design the strategies to create more options for being active and eating more healthy foods.

Program Components

- Interactive Web site (www.FuelUpToPlay60.com) where students can sign up and take the pledge, play games and track healthy behaviors while earning points towards the *Fuel Up to Play 60* National Competition.
- Free *Fuel Up to Play 60* Wellness Activation Kit for schools. Available at www.FuelUpToPlay60.com, the kit includes healthy eating and physical activity programs and tools, such as posters, healthy habits pledge cards and tracking sheets. These resources will help students and adult advisors in co-creating and leading tailored *Fuel Up to Play 60* efforts in their schools.

Schools and youth who enroll in *Fuel Up to Play 60* are also enrolled in the *Fuel Up to Play 60* national competition (Competition dates are: 10/15-12/15, 2009 and 2/1-3/15, 2010). *Fuel Up to Play 60* participants can be eligible for rewards and prizes based on points earned by participating in the program, including tracking their healthy habits and being active in the program at school. Schools and students have the chance to win:

- **One national school grand prize:** a *Fuel Up to Play 60*-themed healthy school makeover and a starring role in a *Fuel Up to Play 60* promotion
- **One national individual grand prize:** a personal healthy makeover and a starring role in a *Fuel Up to Play 60* promotion
- **Individual prizes** (one per state): an iPod touch® and a \$50 NFLShop.com gift card
- **State-wide prize** (one school from each state): a *Fuel Up to Play 60*-themed healthy school makeover

