



Make Wellness a Part of Your School's Game Plan!

The National Dairy Council® and your local Dairy Council® have huddled up with the National Football League to help America's students eat right and stay active with *Fuel Up to Play 60!* Previously known as *Do Amazing Things*, this FREE, student-led program focuses on empowering kids to make smart choices about their nutrition and physical activity.

Fuel Up to Play 60 inspires kids in grades 4-10 to "get up and play" for 60 minutes a day and to "fuel up" with the food groups kids don't get enough of — low-fat and fat-free dairy foods, fruits, vegetables and whole grains.





The Necessary Equipment

When you enroll in *Fuel Up to Play 60*, your school will receive:

- A **School Wellness Activation Kit** with tools and resources to help students and adult wellness champions promote and activate the program. Inside you'll find a banner, removal clings, tear pads, a set of stackable cubes, and an introductory DVD.
- Access to an online **Playbook** with tips, tools and resources including physical activity and healthy eating action strategies; ideas for kick-off events; and promotion ideas.
- Entry to the **Fuel Up to Play 60 competition** where students and schools can track healthy behaviors, earn points and compete to win individual and school-wide prizes, like starring in a promotion with an NFL player and winning a healthy school makeover.
- **Monthly eNewsletters** with program pointers and updates for all school personnel and parents who enroll.

Get in the Game and Order Today

Enrollment is now open! Last year, more than 40,000 schools joined the effort to make *Fuel Up to Play 60* part of their game plan. This year, we're expanding our roster. Kits will be shipped to all enrolled schools in October 2009, and new online tools will be available beginning September 1st. So, join the team and enroll your school at www.SchoolWellnessKit.org today!

