



INDIANAPOLIS COLTS RELEASE

Indiana Farm Bureau Football Center
P.O. BOX 535000
Indianapolis, IN 46253
www.colts.com

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May 23, 2011
FOR IMMEDIATE RELEASE

Contact: Kat Taylor
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COLTS MASCOT REWARDS SCHOOL FOR FUELING UP TO PLAY 60

Blue, Colts Alumni Players to Visit Custer Baker Intermediate

WHEN: Tuesday, May 24, 2011
1:45 pm

WHERE: Custer Baker Intermediate School
101 West State Road 44
Franklin, IN 46131
(Note: Do NOT use the above address for directions. Please see the end of this release.)

WHAT: Blue, the official mascot of the Indianapolis Colts, will reward the students and staff of Custer Baker Intermediate School after they were chosen as the inaugural winners of Blue's Fuel Up To Play 60 (FUTP60) Challenge. The Custer Baker student body submitted a phenomenal DVD that clenched their victory!

"Our students were inspired by Blue's FUTP60 Challenge. Energized by the Colts, they accepted the challenge to rethink their eating and exercising habits to make better choices. It's been exciting and fun watching our students make decisions that will lead to more healthy lifestyles. A special thanks to the Colts organization and the Dairy & Nutrition Council of Indiana for modeling what it takes to be successful for our students and our community," says Brenda Crauder, Custer Baker Intermediate School principal.

Students and staff will congregate in the Custer Baker gymnasium for a full-school assembly. Scheduled to appear during the 35-minute program are Blue, Indianapolis Colts alumni players, Indianapolis Colts cheerleaders, and the 2006 World Champion Vince Lombardi Trophy.

All the fun will wrap up with Blue presenting Custer Baker with the newly minted Fuel Up To Play 60 Challenge Trophy that the school will retain until the next FUTP60 Challenge winner is named in May 2012.

WHO: Blue, the official mascot of the Indianapolis Colts
Indianapolis Colts alumni players (*pending availability*)
Indianapolis Colts cheerleaders
2006 World Champion Vince Lombardi Trophy



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HISTORY: Thanks to the generous support of the Dairy & Nutrition Council of Indiana, Blue was able to debut his first middle school-aged, in-school program this past school year. Targeting schools comprised of 4th - 8th graders that had already committed to the Council's FUTP60 program created in 2009, the Indianapolis Colts built upon that growing initiative with the "Fuel Up To Play 60 presented by Blue."

Blue presented this in-school program 55 times during the 2010-2011 school year. Each 35-minute show focused on the importance of daily physical activity and healthy eating. Blue was joined via satellite calls from Indianapolis Colts cheerleaders, players, and Head Coach Jim Caldwell. Blue's in-school program, in its first year, is free to the hosting schools thanks to the Dairy & Nutrition Council of Indiana.

"Fuel Up to Play 60 has really taken off in Indiana. Wellness champions and students in more than 1,500 schools statewide have embraced the program. We appreciate our partnership with Blue and the Indianapolis Colts as together we are able to create even more awareness about the importance of these topics," said Mary Nicholson, Dairy & Nutrition Council representative.

Visit www.fueluptoplay60.com for more information

This event is not open to the public.

Directions to Custer Baker Intermediate:

1. Take I-65 South to Exit 90 IN-44.
2. Turn right (west) off exit ramp onto E. King Street. Go approximately 1.5 mi.
3. Turn left onto N. Forsythe Street. Go 476 FEET.
4. Take the FIRST RIGHT onto E. Jefferson Street. Go approximately 2.0 mi.
5. Custer Baker will be on your left past the hospital.

For more information on this event, media may contact Kat Taylor at (317) 808-5264 or via cell at (317) 407-0807.

Milk Promotion Services of Indiana, Inc. (MPSI) is the nonprofit planning and management organization of the American Dairy Association of Indiana, Inc. and the Dairy & Nutrition Council, Inc., which are responsible for increasing demand for dairy products through nutrition education and advertising/promotion on behalf of Indiana's dairy producers. For more information about these and other dairy checkoff programs, please contact Jenni Purcell at 317-842-3060 or Purcell@WinnersDrinkMilk.com or visit our website, www.winnersdrinkmilk.com.

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