

Dairy and Nutrition Council of Indiana

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CHRISTEL HOUSE ACADEMY AWARDED \$2,000 FUEL UP BREAKFAST GRANT FROM NATIONAL DAIRY COUNCIL AND GENERAL MILLS

August 30, 2011 – Christel House Academy has been awarded a \$2,000 Fuel Up Breakfast Grant from the National Dairy Council and General Mills. A total of \$100,000 in funding was awarded to 39 schools nationwide to help build or expand breakfast programs for the 2011-12 school year.

At Christel House Academy, a “Grab and Go” breakfast for all students will be started. Since most of their students who don’t eat breakfast are the older students, this would allow them to enjoy grabbing a breakfast and joining their friends or class if running late.

Schools who received breakfast grants during the 2010-11 school year reported an average increase of 58 percent in overall daily breakfast participation from the programs they were able to fund with the grant dollars.

“We’re proud to award Christel House Academy with a Fuel Up Breakfast Grant,” said Alyca Judge, K-12 marketing manager, General Mills Foodservice. “Through these grants we can help schools improve student access to high-quality, nourishing foods through breakfast in the classroom, grab-and-go breakfast from a cart or a second chance breakfast after the first class period, ”

The [Fuel Up Breakfast Grant](#) is annually open to schools within the United States who participate in the National School Breakfast Program and are enrolled in the [National Dairy Council “Fuel Up to Play 60”](#) program. Fuel Up to Play 60 is a partnership between the [National Dairy Council](#) and the National Football League, in collaboration with the United States Department of Agriculture, to empower youth to take action to improve nutrition and physical activity at their school and for their own health.

About General Mills Foodservice

General Mills Foodservice sells a wide array of high-quality products to operators in the foodservice and restaurant channels, delivering consistent quality and proven performance through its branded products including Cheerios®, Yoplait® yogurt, Nature Valley® granola bars, Gold Medal® baking mixes, Pillsbury® biscuits and other sweet goods. The division generates more than \$1.8 billion in annual sales.

About Fuel Up to Play 60

Fuel Up to Play 60 is an in-school nutrition and physical activity program launched by National Dairy Council (NDC) and NFL, in collaboration with United States Department of Agriculture (USDA). The program encourages youth to consume nutrient-rich foods (low-fat and fat-free dairy foods, fruits, vegetables and whole grains) and achieve 60 minutes of physical activity every day.

Fuel Up to Play 60 is designed to engage and empower youth to take action for their own health by implementing long-term, positive changes for themselves and their schools. Customizable and non-prescriptive program components are grounded in research with youth, including tools and resources, in-school promotional materials, a website and student challenges. Fuel Up to Play 60 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 www.FuelUpToPlay60.com to learn more. Media resources, including related video footage and photos are available at www.FuelUpToPlay60MediaResources.com.

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 www.NationalDairyCouncil.org.