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For More Information: Mary Nicholson
1-800-225-6455
nicholson@WinnersDrinkMilk.com

**The Indianapolis Colts and Dairy & Nutrition Council Inc. Announce
Indiana School Winner of Fuel Up to Play 60 Competition**

*Bailly Elementary Wins Fuel Up to Play 60 Statewide Competition by
Eating Right, Getting Active and Making Healthy Changes*

Chesterton, IN April 26, 2010 – While recently there has been a national focus on eliminating child obesity throughout the country, in Indiana, Bailly Elementary has shown that focusing on small, realistic improvements can be the first step toward that goal. Out of all the 1353 schools participating in Fuel Up to Play 60, Bailly was selected as the statewide winner of the Fuel Up to Play 60 nationwide online competition. Fuel Up to Play 60 is a national program developed by National Dairy Council, Dairy & Nutrition Council Inc. and the National Football League that centers on helping youth make their schools a healthier environment.

Bailly will be rewarded with a special Fuel Up to Play 60 prize worth \$1,000 which includes fitness equipment for the gym, a Fuel Up To Play 60 menu board, and a Fuel Up To Play 60 banner to help them further showcase the progress they've already made toward making their school a healthier environment. For example, students have implemented taste tests to help fellow classmates vote on which fresh fruits and vegetables, whole grains and low-fat and fat-free dairy food options they would work to have added to their breakfast and lunch lines. They also started a walking club after breakfast to help energize the students and get part of their daily 60 minutes of physical activity. The school was also rewarded in March with Colts Fitness Camps for the entire school.

Through their involvement with the Fuel Up to Play 60 program and by making school-wide changes, Bailly students earned points by tracking their healthy eating and physical activity behaviors every day, making them the highest-scoring school from Indiana in the competition.

"Bailly was thrilled to be part of Fuel Up to Play 60 and give our students



the opportunities to make their own decisions on how they will make themselves and the school a healthier place,” said Lisa Ozimek, Cafeteria Manager. By being recognized as the top school in our state, our students were eager to continue with their efforts and excited to join the program next school year to make even more healthy changes at our school!”

Fuel Up to Play 60 is a national school wellness program that is working with youth, schools and communities to offer actionable solutions to the childhood obesity epidemic and help youth develop positive life-long healthy eating and daily physical activity habits. As a private-public partnership effort at both the national level and in Indiana Fuel Up to Play 60 shares the ambitious yet attainable goals outlined in First Lady Michelle Obama’s childhood obesity platform “Let’s Move!” which aims to curb child obesity within a generation. Fuel Up to Play 60 empowers students to make changes at their schools that will help them “fuel up” with nutrient-rich foods often missing from their diets – such as low-fat and fat-free dairy foods, fruits, vegetables and whole grains – and “play” for 60 minutes of physical activity a day. All participating schools have access to a customizable program, which includes action strategies related to nutrient-rich foods and physical activity, in-school promotional materials and an interactive Web site to facilitate positive changes in the school environment.

“We’re proud and excited that Bailly Elementary has won the Fuel Up to Play 60 competition. This program allows youth to really take action for their health and work towards making their school environment an even healthier place. We’re also ensuring that as a community we’re making long-lasting changes that will impact children’s health for their lifetime,” said Mary Nicholson from the Dairy & Nutrition Council.

“The Indianapolis Colts team is a proud partner of Fuel Up to Play 60,” said Mark Walpole from the Colts. “Our players and teams know that eating a healthy diet and being active every day is the key to staying fit, which is why we’re excited to serve as role models to help inspire our young fans to make healthier choices. Now Bailly and all the other kids who are working so hard are setting a great example, too.”

In addition to Bailly being selected as the statewide winner of Indiana, the Fuel Up to Play 60 national online school and student competition grand prize winners will also be announced soon.



To learn more about Fuel Up to Play 60 or to sign up for the 2010-2011 program visit: FuelUptoPlay60.com or www.WinnersDrinkMilk.com. Media resources, including related video footage and photos are available at FuelUptoPlay60MediaResources.com.

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About Dairy & Nutrition Council Inc.

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 Kerrigan at (317) 842-3060 or kerrigan@winnersdrinkmilk.com or visit our website winnersdrinkmilk.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 NationalDairyCouncil.org.

About Fuel Up to Play 60

Fuel Up to Play 60 is a youth-led social marketing initiative designed to help prevent childhood obesity and help youth develop life-long healthy eating and daily physical activity habits. As part of the program, student teams work with adult leaders in each school to make kid-appealing, good-tasting, nutrient-rich foods more available. They also create opportunities for daily physical activity, such as walking clubs and after-school sports and dance clubs. Fuel Up to Play 60 encourages kids to get involved and make changes that will help make their schools healthier places. The program reaches youth directly and engages their help in leading and inspiring their friends. The United States Department of Agriculture, NFL and National Dairy Council are partners in the program, and it 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 FuelUpToPlay60.com to learn more.

About NFL PLAY 60

Designed to help tackle childhood obesity, NFL PLAY 60 brings together the NFL's long-standing commitment to health and fitness with partner organizations like the National Dairy Council. NFL PLAY 60 is also implemented locally, as part of the NFL's in-school,



after-school and team-based programs. For more information, visit NFLRush.com. © 2010 NFL Properties LLC. All NFL-related trademarks are trademarks of the National Football League.