



Media Contact: Bridget Winberg  
General Mills Foodservice  
763.293.4068  
bridget.winberg@genmills.com

## **General Mills Foodservice Awards \$100,000 in Grants to 39 K-12 Schools through National Dairy Council® Fuel Up™ Breakfast Grant Program**

**MINNEAPOLIS (August 29, 2011)** - General Mills Foodservice has awarded grants up to \$3,000 each to 39 K-12 schools across the country through the National Dairy Council® Fuel Up™ Breakfast Grant program. A total of \$100,000 in funding was awarded to help schools build or expand their breakfast programs.

According to the applicants, many schools plan to use the funds to add programs that serve students breakfast outside of the cafeteria, including breakfast in the classroom, grab and go kiosks and second chance breakfast after first period.

The Fuel Up Breakfast Grant was 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 for the 2011-12 school year. 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. The grant application deadline was July 31, 2011.

### **2011 Fuel Up™ Breakfast Grant Program Recipients:**

- Albany Elementary School, Utica, N.Y.
- Bald Eagle Area High School, Wingate, Pa.
- Bauder Elementary School, Fort Collins, Colo.
- Cedarbrook K-8 Center, Plainfield, N.Y.
- Chastain Road Elementary, Liberty, S.C.
- Christel House Academy, Indianapolis, Ind.
- Cochrane-Fountain City Elementary, Fountain City, Wisc.
- Colonial Middle School, Plymouth Meeting, Pa.
- Crosswell-Lexington High School, Crosswell, Mich.
- Del City High School, Del City, Okla.
- Eisenhower Elementary, Hopkins, Minn.
- Gateway High School, Kissimmee, Fla.
- Herman L. Bradt Elementary School, Schenectady, N.Y.
- Hickory Middle School, Chesapeake, Va.
- Jack C. Hays High School, Buda, Texas
- John Ehrhardt Elementary, Elk Grove, Calif.
- Lakewood Elementary School, Norwalk, Iowa
- Lincoln High School, Lincoln, Neb.

- Lincoln Elementary School No. 3, Harrison, N.J.
- Meadow Lane Elementary, Lee's Summit, Mo.
- Mingus Union High School, Cottonwood, Ariz.
- Norwood High School, Norwood, Ohio
- Osceola County School of Arts, Kissimmee, Fla.
- Portage North Middle School, Portage, Mich.
- Prairie Grove Middle School, Prairie Grove, Ark.
- Rockland Senior High, Rockland, Mass.
- Sampson G. Smith School, Somerset, N.J.
- Sango Elementary, Clarksville, Tenn.
- Saranac High School, Saranac, N.Y.
- Summit Pointe Elementary, Kansas City, Mo.
- Vicksburg High School, Vicksburg, Miss.
- Washington Junior High School, Toledo, Ohio
- William M. Reeves Elementary School, Summerville, S.C.
- Winfield High School, Winfield, W.Va.

### **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](http://www.FuelUpToPlay60.com) to learn more. Media resources, including related video footage and photos are available at [www.FuelUpToPlay60MediaResources.com](http://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](http://www.NationalDairyCouncil.org).