



**TO: Fuel Up to Play 60 Leader**  
**FROM: National Dairy Council\* and NFL**  
**RE: Fuel Up to Play 60 Quick Start Resources**

Thank you to both you and your school for participating in the Fuel Up to Play 60 program. Just by opening up this package, you've taken the first step to making your school a healthier place. The National Dairy Council® (NDC), your local Dairy Council and the National Football League (NFL) have formed a long-term partnership – in collaboration with the United States Department of Agriculture – to provide Fuel Up to Play 60 to schools. The program engages and inspires students to take the lead in their own health and wellness. With your support, we believe we can:

1. Encourage students to “fuel up” with nutrient-rich foods they don’t get enough of – low-fat and fat-free dairy products, fruits, vegetables and whole grains.
2. Motivate kids to be more active and play for at least 60 minutes a day.
3. Create an environment that encourages healthy and high-achieving students and schools.

#### **What have we included in this kit to help you get started?**

- A **large banner** to display prominently in your school to engage youth
- A **Fuel Up to Play Guidebook**, which includes six easy steps to help you get started with Fuel Up to Play 60, and information about available funding, rewards and other resources

#### **Where can you get additional information and resources?**

FuelUpToPlay60.com has tools to help you start the program in your school, which include:

- An online **Playbook** full of in-school activities to encourage healthy eating and physical activity;
- Detailed information on **program funding opportunities** worth up to \$4,000;
- A **Training Camp** section that includes a quick video tour of the website, opportunities to earn continuing education credits; and
- A **Community** area for you to exchange success stories.

Log in to your Dashboard, and the My Partners area will link you to your local Dairy Council, where you can find even more tools and resources to help you get started!

We appreciate your efforts to help create healthy and high-achieving students and schools. We look forward to your participation as you guide and empower kids to Fuel Up to Play 60!

Sincerely,

**Fuel Up to Play 60**

#### **Become a Program Advisor Today!**

- Log in to your Dashboard at FuelUpToPlay60.com on or before September 16, 2011 to be entered into a drawing for a chance to win \$1,000 worth of Fuel Up to Play 60 and NFL Shop merchandise (two Grand Prize winners) or one of 25 Prize Packs.
- You can also create a customized Fuel Up to Play 60 logo for your school. Learn more here: [school.fueluptoplay60.com/2011](http://school.fueluptoplay60.com/2011).



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