

Eat Healthy, Be Active, Make a Difference...You Could Win Big!

Fuel Up to Play 60, a national school-wide program from the **Dallas Cowboys, Houston Texans, Dairy MAX** and National Dairy Council (NDC) is kicking off on **Monday, November 30, 2009**, to help make our school an even healthier place!

Fuel Up to Play 60 is about working together to make a difference in our school by “getting active and playing” for 60 minutes a day and “fueling up” on nutritious, good-tasting foods like low-fat chocolate milk, fruit and yogurt parfaits, whole grain pastas and salads.

To kick-off this exciting program, Dairy MAX is holding a video challenge to all high schools, to create a video teaching your local elementary and middle school kids to join the challenge of eating right and fueling up to play. To learn more about the video challenge, to download full rules and see how your school can win great prizes visit www.dairymax.org/fueluptoplay60.

Beginning November 30, all students can join the Fuel Up to Play 60 program by taking a pledge on www.fueluptoplay.com and start tracking their healthy behaviors online to earn points and a chance to win great prizes for themselves and their schools like an iPod touch or a healthy school makeover. We'll also be setting up **[Insert or change details of programming as appropriate, such as lunch-time walking clubs and after-school sports clubs]** to make it easy to earn points. You also can earn points by going to www.fueluptoplay60.com and playing fun, interactive online games and encouraging your friends to do the same.

If you're interested in helping lead the program, contact **[Program Advisor name and contact information]** to join the School Team.

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