

## Public Announcement: Kick-Off to Contest

### Fuel Up to Play 60 Video Contest Kick-Off Sample Morning Announcement

#### Instructions

Use these sample Morning PA Announcements to get students and faculty excited about participating in various Fuel Up to Play 60 kick-off events, encourage them to take part in your school's various healthy eating and physical activity strategies and update them on your school's involvement in Fuel Up to Play 60.

This announcement is provided as a guide. Feel free to customize these sample announcements or write your own. **Dairy MAX** will continue to provide sample announcements throughout the school year to motivate your students to continue participating in the program.

*Tip: Use abbreviated versions for indoor and outdoor LED school signs.*

#### 1. Fuel Up to Play 60 Video Contest Kick-Off Announcement for Pilot and Enhanced Schools

*When to Use: One to three days before in-school assembly/ school pep rally announcing school's participation in Fuel Up to Play 60 and kicking off the program.*

"Something big is happening at **[School Name]**! On **[Day, Date]** you are invited to join our **[Name of School Assembly or Pep Rally/Other Event]** to help kick-off a new program and video contest in our school called Fuel Up to Play 60! This exciting, new national school-wide program from the **Dallas Cowboys, Houston Texans, Dairy MAX** and National Dairy Council will help everyone at our school be healthier so that we can look good and feel our best too! Fuel Up to Play 60 will challenge each of us to work together so we can eat healthier and get at least 60 minutes of physical activity during each school day.

At the **[Name of School Assembly or Pep Rally]** you will learn how to join Fuel Up to Play 60, take a pledge to eat healthier and get 60 minutes of physical activity every day. You'll begin tracking your daily healthy eating and physical activity habits. You'll also learn how to enter the video contest and how you could win great prizes – for you and our school!

Don't forget – ALL students are encouraged to join Fuel Up to Play 60. You won't want to miss the exciting surprises that will take place at **[Name of School Assembly or Pep Rally]** or the chance to learn all the details about Fuel Up to Play 60, including **[Details/Events about School Assembly or Pep Rally]**.

**[See/Talk To] [Program Advisor's Name]** for more information about our Fuel Up to Play 60 program and school team!