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The National Football League and American Dairy Association Mideast Announce Ohio School Winner of Fuel Up to Play 60 Competition

South Point Middle School Wins Fuel Up to Play 60 Statewide Competition by Eating Right, Getting Active and Making Healthy Changes

Columbus, Ohio April 29, 2010 – While recently there has been a national focus on eliminating child obesity throughout the country, in Ohio, South Point has shown that focusing on small, realistic improvements can be the first step toward that goal. Out of all the Ohio schools participating in Fuel Up to Play 60, South Point Middle School 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, American Dairy Association Mideast and the National Football League that centers on helping youth make their schools a healthier environment.

Through their involvement with the Fuel Up to Play 60 program and by making school-wide changes, South Point Middle School students earned points by tracking their healthy eating and physical activity behaviors every day, making them the highest-scoring school from Ohio in the competition. South Point Middle School will be rewarded with Fuel Up to Play 60 items for their gym and cafeteria, a prize value of \$1,000. Additionally South Point will receive \$1,000 Grant by the American Dairy Association Mideast to help them further showcase the progress they've already made toward making their school a healthier environment.

South Point Middle School has always sought to serve the healthiest foods for students- school entree items are baked instead of fried, and many foods are sweetened with applesauce, not table sugars. To help include 60 minutes of activity in their day, students are given a daily invitation to join the Walking Club.

Parents support the Fuel Up To Play 60 Program by signing their students' after-school activity charts. The most active students each month, based on those charts, received a special lunch with Principal Howard. To show their support for the school's wellness initiatives, healthy lunches for the students and principal were donated by the local Bob Evans Restaurant and Subway.

"Mrs. Waugh, our computer teacher and Fuel Up To Play 60 Program Advisor, was thrilled to be part of Fuel Up to Play 60 and give our students the opportunity to make their own decisions on how to make themselves and the school a healthier place," said Mr. J.T.Howard, South Point Middle School Principal. "Our students are 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 Ohio, 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.

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