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For More Information:
Stephanie Ferrari, MS, RD
New England Dairy & Food Council
(617)-734-6750 x16 (office)
(413)-265-3814 (cell)
SFerrari@NewEnglandDairy.com

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OLD COLONY RECEIVES FUNDS FOR WELLNESS PROGRAM

\$3,981 Awarded by New England Dairy & Food Council for Fuel Up to Play 60

Rochester, MA – May 13, 2015 – Old Colony has been chosen to receive \$3,981 to support its Fuel Up to Play 60 initiative, the New England Dairy & Food Council announced today. Old Colony was selected from among hundreds of schools across the country that applied for funding to help them jumpstart and sustain healthy nutrition and physical activity improvements. This nationwide funding program offers schools up to \$4,000 to help them increase awareness of and access to nutrient-rich foods and physical activity opportunities for students. Funding for this program is provided by New England Dairy & Food Council and the dairy farmers of Massachusetts.

Funds for Fuel Up to Play 60 provides support for a variety of activities and tools, such as foodservice materials and equipment, nutrition and physical education materials, student and staff incentives, staff development and overall Fuel Up to Play 60 implementation.

Old Colony RVTHS will use the funds to create and promote a new 'grab-n-go' merchandising refrigerator station where students can purchase additional food options, such as smoothies, yogurt, and cheese sticks during all lunch shifts. Additionally, Old Colony's physical education program will introduce a wider variety of activities that can be linked to life-long fitness, such as: yoga, yard games, walking with weights, and checking heart rates so that students learn that increasing their heart rates allows for achieving higher levels of fitness.

Nearly 74,000 schools across the United States are participating in Fuel Up to Play 60. Developed by National Dairy Council, local Dairy Councils and National Football League (NFL), in collaboration with United States Department of Agriculture (USDA), the program encourages youth to consume nutrient-dense foods and achieve at least 60 minutes of physical activity every day. Multiple health organizations and several major corporations also support Fuel Up to Play 60.

"Fuel Up to Play 60 has really taken off in Old Colony. Wellness champions and students in more than 45,000 schools have embraced the program, and these funds will help many of the participating schools do even more," said Erin Wholey, RD, LDN, Manager, Nutrition Affairs New England Dairy & Food Council.



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Schools, parents and students can learn more about Fuel Up to Play 60 at FuelUpToPlay60.com. Schools can learn more about eligibility requirements, and find the Funds for Fuel Up to Play 60 application, at FuelUpToPlay60.com. There are several application windows each year, including upcoming deadlines on June 30 and November 30, 2015.

Photo Caption: New England Dairy & Food Council Manager of Nutrition Affairs, Erin Wholey, far right, presents a \$3,981 check in funding to Mrs. Crystal Andrade, Old Colony Cafeteria Manager, also far right, and Mrs. Karen Guenette, Principal, Mrs. Amanda Reynolds and Eugene Busa, Health and Physical Education teachers, along with students at Old Colony RVTHS for Fuel Up to Play 60.

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About New England Dairy & Food Council

New England Dairy & Food Council (NEDFC) is a non-profit nutrition education organization staffed by registered dietitians. NEDFC is a state and regional affiliate of the National Dairy Council® (NDC). Our goal is to ensure that health professionals, scientists, media and educators have a credible body of nutrition information upon which to base health recommendations.

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 National Football League (NFL), with additional partnership support from U.S. Department of Agriculture (USDA). The program encourages youth to consume nutrient-rich foods (low-fat and fat-free dairy, fruits, vegetables and whole grains) and achieve at least 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, Academy of Nutrition and Dietetics, National Hispanic Medical Association, National Medical Association and School Nutrition Association. Visit FuelUpToPlay60.com to learn more.

About NFL PLAY 60

Designed to help tackle childhood obesity, NFL PLAY 60 brings together the NFL's long-standing commitment to health and fitness with partner organizations like the National Dairy Council. NFLPLAY 60 is also implemented locally, as part of the NFL's in-school, after-school and team-based programs. For more information, visit NFLRush.com. © 2012 NFL Properties LLC. All NFL-related trademarks are trademarks of the National Football League.

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