Eat Right. Get Active.

AMERICAN DAIRY ASSOCIATION NORTH EAST

FUEL UP

Whole Child Support

HEALTHY · SAFE · ENGAGED · SUPPORTED · CHALLENGED

Visit NutritionConnection.org to Get in on the Fuel Up Fun!

- **SUPPORT** Academic excellence and community wellness
- **BOOST** School meal participation
- **ENHANCE** Breakfast and lunch programs
- **REWARD** Schools with exciting incentives

Fuel Up to Play 60 is now FUEL UP!

Building on past successes, the **FUEL UP** initiative focuses on the **"Whole Child"** by emphasizing school nutrition, fitness, and social and emotional health.

FUEL UP features fun new opportunities for schools and students to enjoy a proven program with more emphasis on inclusion and diversity.

Along with the NFL, new partnerships with the WNBA, girls' flag football, softball and Special Olympics provide more chances for schools to win prizes while encouraging good nutrition and fitness. New resources for schools and students - including downloadable learning materials, farm tours, **"Adopt-a-Cow"** programs, STEM, Harvest-of-the-Month and more - are readily available for all.

Anyone can spearhead the **FUEL UP** participation for your district. Encourage a school nutrition staff member, administrator, coach, teacher or even a parent volunteer to get involved. They'll find it's easy and rewarding for themselves as well as for students and schools. Their first step should be a visit to **NutritionConnection.org** for details, and easy signup at **FuelUp.org**. Then keep the momentum going by asking students to register at **FuelUpChallenge.com** (that's "the **FUEL UP** Challenge Center"). This exciting website offers an ongoing series of Challenges, enticing students of all abilities to stay involved, eat right and get active. They can earn badges and prizes while learning, growing and having fun.

The **FUEL UP** program encourages and nurtures student leadership and mentorship by inspiring students to advocate for wellness and school meal choices.

Contact American Dairy Association North East at **schools@milk4u.org** or visit **NutritionConnection.org** for valuable resources to assist with these and other programs.

YOUR MILK COMES FROM A GOOD PLACE

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