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**FOR IMMEDIATE RELEASE**

## Treasure Valley schools receive funds for wellness programs

### *Idaho Dairy Council awards funding for Fuel Up to Play 60 schools*

**MERIDIAN, Idaho (Jan. 17, 2017)** — The Idaho Dairy Council is giving 31 Idaho schools grants to support their Fuel Up to Play 60 initiatives. Hundreds of schools from across the country applied for funding to help them jumpstart and sustain healthy nutrition and physical activity improvements. The list includes eight Treasure Valley schools:

- Heritage Middle School (West Ada School District)
- Hillsdale Elementary School (West Ada School District)
- Idaho Arts Charter School (Nampa School District)
- Joplin Elementary School (West Ada School District)
- Mary MacPherson Elementary School (West Ada School District)
- Siena Elementary School (West Ada School District)
- Silver Sage Elementary School (West Ada School District)
- Victory Middle School (West Ada School District)

#### **About Fuel Up to Play 60**

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 and include tools and resources, in-school promotional materials, a website, youth challenges and rewards and funding opportunities.

The program is designed to help prevent childhood obesity and help youth develop life-long healthy eating and daily physical activity habits. As part of the program, student teams work with adult leaders in each school to make kid-appealing, good-tasting, nutrient-rich foods more available. They also create opportunities for daily physical activity, such as noon walking clubs and after-school sports and dance clubs.

Fuel Up to Play 60 encourages kids to get involved and make changes that will help make their schools healthier places. The program reaches youth directly and engages their help in leading and inspiring their friends.

The United States Department of Agriculture, NFL and National Dairy Council are partners in the program, and it is further supported by several health and nutrition organizations: Action for Healthy Kids, American Academy of Family Physicians, American Academy of Pediatrics, American Dietetic Association, National Hispanic Medical Association, National Medical Association and School Nutrition Association. Visit [FuelUpToPlay60.com](http://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. NFL's PLAY 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](http://NFLRush.com).

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### ***About the U.S. Department of Agriculture***

Under the leadership of President Obama and Secretary Vilsack, USDA has made significant and transformative investments in the lives of Americans living, working and raising families in the United States. In the area of nutrition, since 2009, USDA has made significant progress in maximizing the ability of our nutrition programs to fight hunger and improve health, while also ensuring that benefits are delivered efficiently and with integrity. USDA's implementation of the historic, bipartisan Healthy, Hunger-Free Kids Act of 2010 has led to more than 98 percent of schools meeting updated, science-based nutrition standards for school meals, as well as ensuring that more than 50 million children have access to a healthier school food environment. Visit [USDA.gov](http://USDA.gov) for more information.

### ***About the National Dairy Council***

The National Dairy Council® is the nutrition research, education and communications arm of Dairy Management Inc™. On behalf of U.S. dairy farmers, NDC provides science-based nutrition information to, and in collaboration with, a variety of stakeholders committed to fostering a healthier society, including health professionals, educators, school nutrition directors, academia, industry, consumers and media. Established in 1915, NDC is dedicated to educating the public on the health benefits of consuming milk and milk products throughout a person's lifespan. Visit [NationalDairyCouncil.org](http://NationalDairyCouncil.org) for more information.

### ***About the Idaho Dairy Council***

The Idaho Dairy Council provides nutrition education to the entire state of Idaho as a nonprofit organization supported by the United Dairymen of Idaho. The council provides free, science-based nutrition resources to educators, students, health and foodservice professionals and the public via curriculum, materials, funding and nutrition instruction. Visit [IdahoDairy.org](http://IdahoDairy.org) for more information.

### ***About United Dairymen of Idaho***

The United Dairymen of Idaho was established in 1980, with the mission to provide Idaho's dairy farm families with resources to support a prosperous Idaho dairy industry. Through coordinated marketing and communications programs, nutrition counseling and research programs, UDI supports the image of dairy farming, and encourages global demand for Idaho-produced dairy products. UDI accomplishes this mission through its three member organizations: [Idaho Dairy Council](http://IdahoDairyCouncil.org), Idaho Dairy Products Commission and the [Idaho Dairymen's Association](http://IdahoDairymen.org). Visit [IdahoDairy.com](http://IdahoDairy.com) for more details.

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