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**For More Information:**

Stephanie Ferrari, MS, RD  
New England Dairy & Food Council  
(617)-734-6750 x21 (office)  
(413)-265-3814 (cell)  
SFerrari@NewEnglandDairy.com

**WESTON MIDDLE SCHOOL RECEIVES FUNDS FOR WELLNESS PROGRAM**

*\$1,779 Awarded by New England Dairy & Food Council for Fuel Up to Play 60*

**Weston, MA – April 24, 2014** – Weston Middle School has been chosen to receive \$1,779 to support its Fuel Up to Play 60 initiative, the New England Dairy & Food Council announced today. Weston Middle School 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.

The funds will be used to purchase a blender to incorporate smoothies at Weston Middle School's Grab n' Go station during lunch. The smoothies will be paired with granola and veggie sticks, and the goal will be to work up to offering the smoothies 2-3 times per week. To encourage student participation, the school will provide incentives during their smoothie kickoff week. Each student who purchases a smoothie during the first week will be eligible to win a Weston Gear T-shirt which will be given to three lucky winners. Once up and running, the school is planning to organize smoothie recipe contests encouraging students to apply their nutrition knowledge to create delicious and healthy smoothies to be featured at the Grab n' Go station.

"Approximately half of our middle school students participated in the lunch program during the 2012-2013 school year. We hope introducing smoothies to the popular Grab n' Go Station will spark enthusiasm for our lunch program and help increase participation," said Megan Bettencourt, nutrition analyst and Farm to School coordinator for Weston Public Schools.

More than 73,000 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.

“We are very excited that Fuel Up to Play 60 has taken off in Weston. Our hope is that wellness champions and students in the Weston schools will embrace the program, and these funds will help Weston Middle School do even more,” said Jill Read, RD, LDN, nutrition specialist for New England Dairy & Food Council.

Schools, parents and students can learn more about Fuel Up to Play 60 at [FuelUpToPlay60.com](http://FuelUpToPlay60.com). Schools can learn more about eligibility requirements, and find the Funds for Fuel Up to Play 60 application, at [FuelUpToPlay60.com](http://FuelUpToPlay60.com). There are several application windows each year, including the upcoming deadline in June 2014.



**Photo Caption:** New England Dairy & Food Council Registered Dietitian Jill Read presents \$1,779 in funding to Megan Bettencourt, Nutrition Analyst and Farm to School Coordinator for Weston Public Schools, Rosemary McDonald, Weston Middle School Foodservice Manager, and Tess Sousa, District Foodservice Director at Weston Middle School 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](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. 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](http://NFLRush.com). © 2012 NFL Properties LLC. All NFL-related trademarks are trademarks of the National Football League.

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