

FOR IMMEDIATE RELEASE: 12/7/10

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**ROSA PARKS-EDISON ELEMENTARY RECEIVES FUNDING FOR
WELLNESS PROGRAM**

\$2800 Awarded by the Indiana Dairy and Nutrition Council for Fuel Up to Play 60

Media Welcomed at Formal Funding Presentation:

Wednesday, December 8th, 2010 8:30 a.m.

Rosa Parks-Edison Elementary
7525 Wellingshire Boulevard Indianapolis, IN 46217-7020

Indianapolis – 12/7/10 – Rosa Parks-Edison Elementary has been chosen to receive \$2,800 to support its Fuel Up to Play 60 initiative, the Indiana Dairy and Nutrition Council announced today. Rosa Park-Edison Elementary 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 \$3,000 to help them increase awareness of and access to nutrient-rich foods and physical activity opportunities for students. Funding for this competitive program is provided by Indiana and America’s dairy farmers.

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.

Rosa Parks-Edison Elementary will use the funds by creating a “Healthy Habits Intensive” to be held each February for one week in grades K-1-2. Students learn the importance of healthy snacks/foods, exercise, germ prevention, and stress/relaxation. Part of the grant money would help fund easy snacks for their 300 primary students

during this event. Rosa Parks-Edison will also hold monthly taste testing events during lunch. Because roller skating is a favorite student activity, the school will use part of the funds to give each student a \$1 “rebate” on the cost of skate rental during the school’s 2-week skating unit. The school is starting Fitness Finders, a recess walking club, where participants earn shoe charms for reaching certain goals. For the older students, a hip-hop dance instructor will teach 4 sessions after school for interested students.

More than 60,000 schools across the United States are participating in Fuel Up to Play 60. Launched 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-rich foods and achieve at least 60 minutes of physical activity every day. Multiple health organizations and several major corporations are also supporting Fuel Up to Play 60, now in its second year.

“Fuel Up to Play 60 has really taken off in Indiana. Wellness champions and students in more than 1,400 schools have embraced the program, and these funds will help many of the participating schools to do even more,” said Diane Ruyack, Indiana Dairy and Nutrition Council Spokesperson.

Schools, parents and students can learn more about Fuel Up to Play 60 at FuelUpToPlay60.com.

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