Great things happen with Fuel Up to Play 60. The result is empowered and connected youth who eat healthier, move more, and inspire their school and community to do the same.

**Fuel Greatness**
Achievement in life: the ultimate goal.

**Boost Best Practices**
Solutions that improve nutrition and physical activity in schools.

**Build Momentum**
Funding that helps schools jumpstart healthy changes.

**Develop Leadership**
Empowering youth as leaders who inspire and engage their peers.

**Improve Healthy Eating**
Helping make healthy choices easy and accessible.

**Promote Wellness**
Meeting and exceeding school wellness goals.

**Support Adult Champions**
Program advisors along with school administrators, staff, and parents who encourage, develop, and support.

**Increase Physical Activity**
Helping all students move more before, during, and after school.

**Enhance Learning**
Because healthy students are ready to learn.

FUEL UP TO PLAY 60 OFFERS:
- **Playbook** with school-tested action strategies, including a Spanish-language version
- **Funds** to jumpstart healthy school improvements
- **Recognition and Rewards** for participants
- **NFL Excitement**
- **Educator Resources**
- **Student Leadership Opportunities**
- **Student Ambassador National Summit**
- **Best-in-Class Tools for Schools**
- **Special Campaigns and Challenges**
- **Fun for All!**

FuelUpToPlay60.com
A DECADE OF RESULTS AND IMPACT

Reaching and Engaging Students*

- **73 thousand** Enrolled schools
- **38 million** Students reached through the program nationwide
- **13 million** Students actively engaged in the program
- **64 thousand** Students empowered as school wellness ambassadors

Helping Underserved Students and Schools

- **Over 30%** of enrolled schools are in urban settings with predominantly minority and lower-income students
- **2/3** of funds for Fuel Up to Play 60 mini-grants have been used to jumpstart healthy changes in underserved communities

Educators Report that Fuel Up to Play 60 Helps Meet School Goals**

- **70%** Say Fuel Up to Play 60 helps them achieve their school wellness goals
- **47%** Say Fuel Up to Play 60 positively impacts student academic performance
- **73%** Say Fuel Up to Play 60 positively influences their school environment

Bringing NFL Excitement to School Wellness*

- **All 32** NFL teams and the NFL Foundation are involved
- **2,700** NFL player, mascot, and cheerleader visits
- **4,200** Local events
- **12,000** Flag kits donated to schools get over 6 million students moving more
- **Plus** Over $1 million in hometown grants donated to schools

Improving Healthy Eating and Physical Activity

Because of Fuel Up to Play 60...

- **14 million** Students are eating healthier by consuming vegetables, fruits, whole grains, fat-free or low-fat dairy (milk, yogurt, cheese)
- **18 million** Students are more physically active by educators at 78% of participating schools say Fuel Up to Play 60 has increased opportunities for students to be active before, during, and after school

Funding Sustainable Changes

- **Over $39 million** Fuel Up to Play 60 mini-grants have helped schools and students make healthy changes

Fueling has supported:

- **2,333** Grab-n-Go and In-Classroom Breakfast Programs
- **2,338** School Kitchen Equipment Upgrades
- **1,833** Projects to Create Active Classrooms
- **244** Projects to Improve Physical Education
- **1,984** School-wide Walking Clubs
- **741** Cafeteria Makeovers

Funding has been generously donated by America’s dairy farmers, U.S. corporations, non-profit organizations, and philanthropies.

Students, educators, supporters — visit FuelUpToPlay60.com

*Fuel Up to Play 60 launched in 2009
**Data are based on annual Fuel Up to Play 60 Utilization Survey of almost 10,000 educators nationwide. Funds for Fuel Up to Play 60 reporting, and program enrollment data.
Fuel Up to Play 60, the signature program of GENYOUth, was founded by the National Dairy Council and the National Football League, in collaboration with the U.S. Department of Agriculture. In over 73,000 schools reaching more than 28 million students since program launch in 2009, it's the nation’s leading in-school wellness program. Fuel Up to Play 60 enables students to make small everyday changes around health and wellness, which amount to lasting changes in schools and communities. Students who are active in Fuel Up to Play 60 develop leadership skills and inspire their peers to be healthier. They also enjoy unique opportunities to win cool prizes, like an NFL player visit or Super Bowl tickets, for choosing good-for-you foods and getting active for at least 60 minutes every day.